

A3385-3.2U

5/86

**FAS-FAX:**  
**United States**  
**Newspapers**

*Circulation averages  
for six months ended  
March 31, 1986*

**Daily Newspapers**

*Preliminary figures as filed with:*



**Audit Bureau of Circulations**

900 North Meacham Road, Schaumburg, Illinois 60195

## INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. US and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is a difference of five percent or more between the publisher's figures and the auditor's findings, then the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. When a newspaper in a competitive market is adjusted under this policy, all other newspapers in the market are adjusted to the actual audit (see note on symbols). Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City Of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

All ABC reports for newspaper members in the US include county population and occupied households (OH's) estimates as of December 31 each year obtained from Sales & Marketing Management's (S&MM's) "Survey of Buying Power." Estimates for ABC-defined newspaper markets and areas below the county level are projections based upon "Survey of Buying Power" estimates. Occupied households figures used in this report are December 31, 1984 Sales And Marketing Management estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

### SYMBOLS

- # Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
- @ Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
- \* Identifies three-month circulation averages (see text above).
- + Identifies adjusted comparison figures (see text above).

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### FAS-FAX RATES

|                                               | MEMBERS | NON-MEMBERS |
|-----------------------------------------------|---------|-------------|
| US Daily Newspaper FAS-FAX.....               | \$20.00 | \$40.00     |
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| US and Canadian Weekly Newspaper FAS-FAX..... | 5.00    | 10.00       |

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Source: Audit Bureau of Circulations' FAS-FAX Report - March 31, 1986.

| ALABAMA                                                                           |          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-----------------------------------------------------------------------------------|----------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| ANNISTON (CALHOUN CO.)                                                            |          | 26,800                 |                        | 32,000                  |                        | 58,800                                |                                       |                  |
| STAR                                                                              | E (M-F)  | 17,258                 | 64.40                  | 12,940                  | 40.44                  | 30,198                                | 31,391                                | 30,605           |
| STAR                                                                              | SAT M    | 18,539                 | 69.18                  | 13,486                  | 42.14                  | 32,025                                | 33,313                                | 32,103           |
| STAR                                                                              | SUN      | 17,813                 | 66.47                  | 13,544                  | 42.33                  | 31,357                                | 32,706                                | 32,008           |
| BIRMINGHAM (JEFFERSON CO.)                                                        |          | 277,100                |                        | 267,600                 |                        | 544,700                               |                                       |                  |
| POST-HERALD, NEWS                                                                 | CMB DLY  | 171,146                | 61.76                  | 33,880                  | 12.66                  | 205,026                               | 231,799                               | 230,451          |
| POST-HERALD                                                                       | M (M-F)  | 40,820                 | 14.73                  | 10,360                  | 3.87                   | 51,180                                | 61,877                                | 61,200           |
| NEWS                                                                              | E (M-F)  | 130,326                | 47.03                  | 23,520                  | 8.79                   | 153,846                               | 169,922                               | 169,251          |
| POST-HERALD                                                                       | SAT M    | 35,772                 | 12.91                  | 9,179                   | 3.43                   | 44,951                                | 54,238                                | 53,636           |
| NEWS                                                                              | & HOLDS  | 111,744                | 40.33                  | 21,501                  | 8.03                   | 133,245                               | 147,170                               | 146,904          |
| NEWS                                                                              | SAT E    | 153,541                | 55.41                  | 35,815                  | 13.38                  | 189,356                               | 213,264                               | 212,273          |
| CULLMAN (CULLMAN CO.)                                                             |          | 5,300                  |                        | 20,900                  |                        | 26,200                                |                                       |                  |
| TIMES                                                                             | M (TU-F) | 3,504                  | 66.11                  | 5,178                   | 24.78                  | 8,682                                 | 9,247                                 | 9,329            |
| TIMES                                                                             | SUN      | 4,005                  | 75.57                  | 6,994                   | 33.46                  | 10,999                                | 11,622                                | 11,594           |
| DECATUR (MORGAN CO.)                                                              |          | 19,700                 |                        | 57,400                  |                        | 77,100                                |                                       |                  |
| DAILY                                                                             | E (M-F)  | 12,365                 | 62.77                  | 12,707                  | 22.14                  | 25,072                                | 25,255                                | 25,328           |
| DAILY                                                                             | SAT M    | 11,837                 | 60.09                  | 12,718                  | 22.16                  | 24,555                                | 24,739                                | 24,641           |
| DAILY                                                                             | SUN      | 13,298                 | 67.50                  | 14,611                  | 25.45                  | 27,909                                | 28,114                                | 27,838           |
| DOTHAN (HOUSTON CO.)                                                              |          | 20,200                 |                        | 71,500                  |                        | 91,700                                |                                       |                  |
| EAGLE                                                                             | M        | 10,157                 | 50.28                  | 11,579                  | 16.19                  | 21,736                                | 22,572                                | 22,145           |
| EAGLE                                                                             | SUN      | 11,614                 | 57.50                  | 13,552                  | 18.95                  | 25,166                                | 26,182                                | 26,079           |
| FLORENCE (LAUDERDALE CO.)-<br>SHEFFIELD-TUSCUMBIA-<br>MUSCLE SHOALS (COLBERT CO.) |          | 26,100                 |                        | 25,900                  |                        | 52,000                                |                                       |                  |
| TIMES DAILY                                                                       | M        | 15,846                 | 60.71                  | 11,502                  | 44.41                  | 27,348                                | 31,428                                | 32,567           |
| TIMES DAILY                                                                       | SUN      | 17,012                 | 65.18                  | 12,833                  | 49.55                  | 29,845                                | 34,222                                | 35,207           |
| GADSDEN (ETOWAH CO.)                                                              |          | 23,300                 |                        | 56,200                  |                        | 79,500                                |                                       |                  |
| TIMES                                                                             | E        | 18,933                 | 81.26                  | 10,735                  | 19.10                  | 29,668                                | 30,065                                | 29,560           |
| TIMES                                                                             | SUN      | 20,563                 | 88.25                  | 12,104                  | 21.54                  | 32,667                                | 33,162                                | 32,005           |
| HUNTSVILLE (MADISON CO.)                                                          |          | 56,700#                |                        | 107,900                 |                        | 164,600                               |                                       |                  |
| NEWS, TIMES                                                                       | CMB DLY  | 48,673                 | 85.84                  | 20,026                  | 18.56                  | 68,699                                | 70,445                                | 67,900           |
| NEWS                                                                              | M (M-F)  | 11,101                 | 19.58                  | 1,597                   | 1.48                   | 12,698                                | 12,764                                | 11,270           |
| TIMES                                                                             | E (M-F)  | 37,572                 | 66.26                  | 18,429                  | 17.08                  | 56,001                                | 57,681                                | 56,630           |
| NEWS                                                                              | SAT M    | 9,839                  | 17.35                  | 1,572                   | 1.46                   | 11,411                                | 11,477                                | 9,724            |
| TIMES                                                                             | SAT E    | 32,559                 | 57.42                  | 16,928                  | 15.69                  | 49,487                                | 50,661                                | 48,915           |
| TIMES                                                                             | SUN      | 43,797                 | 77.24                  | 25,558                  | 23.69                  | 69,355                                | 72,115                                | 67,622           |

|                                                                                                                             |                                                          | CZ OR NDM<br>OH'S CIRC  | RATIO<br>CIRC/<br>OH'S                                                       | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                                       | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86            | TOTAL CIRCULATION<br>AS OF<br>3/31/85                 |                                                       |
|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------|------------------------------------------------------------------------------|-------------------------|------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|
| ALABAMA                                                                                                                     |                                                          |                         |                                                                              |                         |                                                                              |                                       |                                                  |                                                       |                                                       |
| JASPER (WALKER CO.)<br>MOUNTAIN EAGLE                                                                                       | E (M-F)                                                  | 5,000                   | 4,208 84.16                                                                  | 15,300                  | 6,491 42.42                                                                  | 20,300                                | 10,699                                           | 12,448*                                               | 12,383*                                               |
| MOBILE (MOBILE CO.)<br>REGISTER, PRESS<br>REGISTER<br>PRESS<br>PRESS REGISTER<br>PRESS REGISTER                             | CMB DLY<br>M (M-F)<br>E (M-F)<br>SAT M<br>SUN            | 93,400                  | 59,582 63.79<br>29,839 31.95<br>29,743 31.84<br>48,427 51.85<br>56,812 60.83 | 178,700                 | 41,737 23.36<br>23,058 12.90<br>18,679 10.45<br>38,166 21.36<br>49,691 27.81 | 272,100                               | 101,319<br>52,897<br>48,422<br>86,593<br>106,503 | 101,956*<br>53,391*<br>48,565*<br>87,161*<br>107,076* | 100,730*<br>51,529*<br>49,201*<br>85,458*<br>104,384* |
| MONTGOMERY (MONTGOMERY CO.)<br>ADVERTISER, JOURNAL<br>ADVERTISER<br>JOURNAL<br>JOURNAL & ADVERTISER<br>JOURNAL & ADVERTISER | CMB DLY<br>M (M-F)<br>E (M-F)<br>SAT M<br>& HOLDS<br>SUN | 69,500                  | 39,431 56.74<br>23,571 33.92<br>15,860 22.82<br>33,753 48.57<br>43,431 62.49 | 157,800                 | 21,679 13.74<br>17,019 10.79<br>4,660 2.95<br>20,585 13.04<br>27,952 17.71   | 227,300                               | 61,110<br>40,590<br>20,520<br>54,338<br>71,383   | 72,467<br>51,754<br>20,713<br>65,590<br>85,569        | 76,608<br>53,461<br>23,147<br>68,581<br>89,180        |
| OPELIKA (LEE CO.)<br>NEWS<br>NEWS                                                                                           | E (M-F)<br>SUN                                           | 20,100                  | 8,461 42.09<br>9,303 46.28                                                   | 30,900                  | 3,575 11.57<br>4,240 13.72                                                   | 51,000                                | 12,036<br>13,543                                 | 13,198<br>14,734                                      | 13,177<br>14,741                                      |
| TUSCALOOSA (TUSCALOOSA CO.)<br>NEWS<br>NEWS                                                                                 | E<br>SUN                                                 | 51,500#<br>#<br>#       | 24,731 48.02<br>27,426 53.25                                                 |                         |                                                                              | 51,500                                | 24,731<br>27,426                                 | 31,927<br>35,993                                      | 31,397<br>35,530                                      |
| ALASKA                                                                                                                      |                                                          |                         |                                                                              |                         |                                                                              |                                       |                                                  |                                                       |                                                       |
| ANCHORAGE (ANCHORAGE BOROUGH)<br>NEWS<br>NEWS<br>TIMES<br>TIMES                                                             | M<br>SUN<br>E<br>SUN                                     | 111,200#<br>#<br>#<br># | 50,330 45.26<br>61,688 55.47<br>39,000 35.07<br>47,693 42.89                 |                         |                                                                              | 111,200                               | 50,330<br>61,688<br>39,000<br>47,693             | 53,169<br>64,545<br>40,029<br>50,070                  | 49,580<br>58,150<br>40,227<br>50,621                  |
| FAIRBANKS (FAIRBANKS NORTH<br>STAR BOROUGH)<br>NEWS-MINER<br>NEWS-MINER                                                     | E<br>SUN                                                 | 12,500                  | 11,524 92.19<br>13,944 111.55                                                | 20,100                  | 4,847 24.11<br>6,067 30.18                                                   | 32,600                                | 16,371<br>20,011                                 | 16,725<br>20,369                                      | 18,647<br>19,836x                                     |

xFOR PERIOD NOVEMBER 4, 1984 TO MARCH 31, 1985.  
@CITY OF PUBLICATION  
#NEWSPAPER DESIGNATED MARKET

| ARIZONA                                                                                        |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|------------------------------------------------------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| BISBEE (COCHISE CO.)                                                                           |         | 3,100@                 |                        |                         |                        | 3,100                                 |                                       |                                       |
| REVIEW                                                                                         | E (M-F) | @                      |                        |                         |                        |                                       |                                       |                                       |
| REVIEW                                                                                         | SUN     | @                      |                        |                         |                        |                                       |                                       |                                       |
| PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |         |                        |                        |                         |                        |                                       |                                       |                                       |
| CASA GRANDE (PINAL CO.)                                                                        |         | 5,400                  |                        | 13,400                  |                        | 18,800                                |                                       |                                       |
| DISPATCH                                                                                       | E       |                        | 4,570 84.63            | 3,026 22.58             |                        | 7,596                                 | 7,888*                                | 7,150*                                |
| FLAGSTAFF (COCONINO CO.)                                                                       |         | 17,700#                |                        | 9,800                   |                        | 27,500                                |                                       |                                       |
| SUN                                                                                            | E (M-F) | #                      | 9,703 54.82            | 855 8.72                |                        | 10,558                                | 10,925*                               | 11,024*                               |
| SUN                                                                                            | SUN     | #                      | 10,387 58.68           | 921 9.40                |                        | 11,308                                | 11,986*                               | 11,908*                               |
| KINGMAN (MOHAVE CO.)                                                                           |         | 7,500#                 |                        |                         |                        | 7,500                                 |                                       |                                       |
| MINER                                                                                          | E (M-F) | #                      | 5,667 75.56            |                         |                        | 5,667                                 | 6,681                                 | 6,573                                 |
| MINER                                                                                          | SUN     | #                      | 5,644 75.25            |                         |                        | 5,644                                 | 6,717                                 | 6,606                                 |
| PHOENIX (MARICOPA CO.)                                                                         |         | 655,800                |                        | 105,100                 |                        | 760,900                               |                                       |                                       |
| REPUBLIC, GAZETTE                                                                              | CMB DLY |                        | 391,425 59.69          | 30,679 29.19            |                        | 422,104                               | 444,467*                              | 450,698*                              |
| REPUBLIC                                                                                       | M       |                        | 282,394 43.06          | 26,847 25.54            |                        | 309,241                               | 331,491*                              | 325,677*                              |
| GAZETTE                                                                                        | E       |                        | 109,031 16.63          | 3,832 3.65              |                        | 112,863                               | 112,976*                              | 125,021*                              |
| REPUBLIC                                                                                       | SUN     |                        | 437,763 66.75          | 38,638 36.76            |                        | 476,401                               | 508,008*                              | 499,917*                              |
| PRESCOTT (YAVAPAI CO.)                                                                         |         | 17,400#                |                        | 4,100                   |                        | 21,500                                |                                       |                                       |
| COURIER                                                                                        | E (M-F) | #                      | 12,518 71.94           | 80 1.95                 |                        | 12,598                                | 13,063*                               | 12,421*                               |
| COURIER                                                                                        | SUN     | #                      | 13,133 75.48           | 80 1.95                 |                        | 13,213                                | 13,739*                               | 12,795*                               |
| SIERRA VISTA (COCHISE CO.)                                                                     |         | 20,300#                |                        |                         |                        | 20,300                                |                                       |                                       |
| HERALD                                                                                         | E (M-F) | #                      |                        |                         |                        |                                       |                                       |                                       |
| HERALD                                                                                         | SUN     | #                      |                        |                         |                        |                                       |                                       |                                       |
| PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |         |                        |                        |                         |                        |                                       |                                       |                                       |
| SUN CITY (MARICOPA CO.)                                                                        |         | 32,000#                |                        |                         |                        | 32,000                                |                                       |                                       |
| NEWS-SUN                                                                                       | E       | #                      | 17,934 56.04           |                         |                        | 17,934                                | 19,165*                               | 18,687*                               |
| TUCSON (PIMA CO.)                                                                              |         | 229,400                |                        | 89,200                  |                        | 318,600                               |                                       |                                       |
| STAR, CITIZEN                                                                                  | CMB DLY |                        | 125,421 54.67          | 12,850 14.41            |                        | 138,271                               | 139,503                               | 142,786                               |
| STAR                                                                                           | M       |                        | 69,656 30.36           | 9,633 10.80             |                        | 79,289                                | 80,356                                | 80,377                                |
| CITIZEN                                                                                        | E       |                        | 55,765 24.31           | 3,217 3.61              |                        | 58,982                                | 59,147                                | 62,409                                |
| STAR                                                                                           | SUN     |                        | 135,094 58.89          | 15,622 17.51            |                        | 150,716                               | 152,472                               | 149,758                               |
| YUMA (YUMA CO.)                                                                                |         | 23,500#                |                        |                         |                        | 23,500                                |                                       |                                       |
| SUN & SENTINEL                                                                                 | E (M-F) | #                      | 25,378 107.99          |                         |                        | 25,378                                | 26,686*                               | 26,633*                               |
| SUN & SENTINEL                                                                                 | SUN     | #                      | 26,175 111.38          |                         |                        | 26,175                                | 27,611*                               | 27,536*                               |

| ARKANSAS                      |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| EL DORADO (UNION CO.)         |         | 9,700                  |                        | 8,300                   |                        | 18,000                                |                                       |                                       |
| NEWS-TIMES                    | M       |                        | 5,956 61.40            |                         | 5,024 60.53            | 10,980                                | 11,070                                | 11,205                                |
| NEWS-TIMES                    | SUN     |                        | 6,098 62.87            |                         | 5,338 64.31            | 11,436                                | 11,535                                | 11,679                                |
| FAYETTEVILLE (WASHINGTON CO.) |         | 13,600                 |                        | 33,000                  |                        | 46,600                                |                                       |                                       |
| NORTHWEST TIMES               | E       |                        | 6,309 46.39            |                         | 4,389 13.30            | 10,698                                | 10,951                                | 10,785                                |
| NORTHWEST TIMES               | SUN     |                        | 6,938 51.01            |                         | 4,738 14.36            | 11,676                                | 11,928                                | 11,723                                |
| FORT SMITH (SEBASTIAN CO.)    |         | 36,500                 |                        | 78,400                  |                        | 114,900                               |                                       |                                       |
| SOUTHWEST TIMES RECORD        | ALL DAY |                        | 23,975 65.68           |                         | 18,395 23.46           | 42,370                                | 42,812                                | 42,432                                |
| SOUTHWEST TIMES RECORD        | (M-F)   |                        | 23,244 63.68           |                         | 18,412 23.48           | 41,656                                | 42,097                                | 41,904                                |
| SOUTHWEST TIMES RECORD        | SAT M   |                        | 25,608 70.16           |                         | 21,565 27.51           | 47,173                                | 47,568                                | 47,429                                |
| SOUTHWEST TIMES RECORD        | SUN     |                        |                        |                         |                        |                                       |                                       |                                       |
| HOPE (HEMPSTEAD CO.)          |         | 4,000                  |                        | 7,500                   |                        | 11,500                                |                                       |                                       |
| STAR                          | E       |                        | 2,744 68.60            |                         | 1,651 22.01            | 4,395                                 | 4,785*                                | 4,771*                                |
| HOT SPRINGS (GARLAND CO.)     |         | 16,500                 |                        | 24,000                  |                        | 40,500                                |                                       |                                       |
| SENTINEL-RECORD               | M       |                        | 10,382 62.92           |                         | 7,751 32.30            | 18,133                                | 18,426                                | 18,344                                |
| SENTINEL-RECORD               | SUN     |                        | 10,976 66.52           |                         | 8,145 33.94            | 19,121                                | 19,535                                | 19,351                                |
| JONESBORO (CRAIGHEAD CO.)     |         | 11,300                 |                        | 28,800                  |                        | 40,100                                |                                       |                                       |
| SUN                           | M       |                        | 9,190 81.33            |                         | 8,903 30.91            | 18,093                                | 19,952*                               | 20,528*                               |
| SUN                           | SUN     |                        | 9,649 85.39            |                         | 9,854 34.22            | 19,503                                | 21,529*                               | 22,146*                               |
| LITTLE ROCK (PULASKI CO.)     |         | 123,800                |                        | 261,700                 |                        | 385,500                               |                                       |                                       |
| DEMOCRAT                      | M       |                        | 42,399 34.25           |                         | 28,610 10.93           | 71,009                                | 83,330                                | 81,222                                |
| DEMOCRAT                      | SUN     |                        | 63,826 51.56           |                         | 69,280 26.47           | 133,106                               | 155,516                               | 150,191                               |
| GAZETTE                       | M       |                        | 55,689 44.98           |                         | 38,536 14.73           | 94,225                                | 125,383                               | 129,848                               |
| GAZETTE                       | SUN     |                        | 70,136 56.65           |                         | 55,426 21.18           | 125,562                               | 160,493                               | 164,393                               |
| MOUNTAIN HOME (BAXTER CO.)    |         | 3,900                  |                        | 9,000                   |                        | 12,900                                |                                       |                                       |
| BULLETIN                      | M       |                        | 2,555 65.51            |                         | 3,638 40.42            | 6,193                                 | 8,279                                 |                                       |
| NEWPORT (JACKSON CO.)         |         | 3,100                  |                        | 6,000                   |                        | 9,100                                 |                                       |                                       |
| INDEPENDENT                   | E (M-F) |                        |                        |                         |                        |                                       |                                       |                                       |
| PINE BLUFF (JEFFERSON CO.)    |         | 19,600                 |                        | 41,800                  |                        | 61,400                                |                                       |                                       |
| COMMERCIAL                    | E       |                        | 12,533 63.94           |                         | 8,489 20.31            | 21,022                                | 21,173                                | 21,168                                |
| COMMERCIAL                    | SUN     |                        | 13,285 67.78           |                         | 9,073 21.71            | 22,358                                | 22,548                                | 22,565                                |
| ROGERS (BENTON CO.)           |         | 7,900                  |                        | 37,900                  |                        | 45,800                                |                                       |                                       |
| NORTHWEST NEWS                | M (M-F) |                        | 5,039 63.78            |                         | 8,309 21.92            | 13,348                                | 13,538                                | 13,444                                |
| NORTHWEST NEWS                | SUN     |                        | 5,582 70.66            |                         | 9,488 25.03            | 15,070                                | 15,317                                | 15,045                                |

@CITY OF PUBLICATION  
#NEWSPAPER DESIGNATED MARKET

|                               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| ARKANSAS                      |         |                        |                        |                         |                        |                                       |                                       |                                       |
| SPRINGDALE (WASHINGTON CO.)   |         | 9,500                  |                        | 47,300                  |                        | 56,800                                |                                       |                                       |
| NEWS                          | E (M-F) |                        | 6,865                  |                         | 5,382                  |                                       | 12,247                                | 12,804                                |
| NEWS                          | SUN     |                        | 7,094                  |                         | 6,197                  |                                       | 13,291                                | 13,809                                |
| WEST MEMPHIS (CRITTENDEN CO.) |         | 9,200#                 |                        | 6,800                   |                        | 16,000                                |                                       |                                       |
| TIMES                         | E (M-F) | #                      | 5,122                  |                         | 2,154                  |                                       | 7,276                                 | 7,801                                 |
| CALIFORNIA                    |         |                        |                        |                         |                        |                                       |                                       |                                       |
| ANTIOCH (CONTRA COSTA CO.)    |         | 25,100#                |                        |                         |                        | 25,100                                |                                       |                                       |
| LEDGER                        | E (M-F) | #                      | 13,274                 |                         |                        |                                       | 13,274                                | 13,382                                |
| LEDGER/POST DISPATCH          | SAT M   | #                      | 19,960                 |                         |                        |                                       | 19,960                                | 20,097                                |
| LEDGER/POST DISPATCH          | SUN     | #                      | 20,280                 |                         |                        |                                       | 20,280                                | 20,417                                |
| AUBURN (PLACER CO.)           |         | 16,300#                |                        |                         |                        | 16,300                                |                                       |                                       |
| JOURNAL                       | M (M-F) | #                      | 10,002                 |                         |                        |                                       | 10,002                                | 12,506                                |
| JOURNAL                       | SUN     | #                      | 10,204                 |                         |                        |                                       | 10,204                                | 12,751                                |
| BAKERSFIELD (KERN CO.)        |         | 94,900                 |                        | 67,400                  |                        | 162,300                               |                                       |                                       |
| CALIFORNIAN                   | M       |                        | 64,284                 |                         | 16,631                 |                                       | 80,915                                | 81,384*                               |
| CALIFORNIAN                   | SUN     |                        | 68,607                 |                         | 18,895                 |                                       | 87,502                                | 88,084*                               |
| BRAWLEY (IMPERIAL CO.)        |         | 8,600#                 |                        |                         |                        | 8,600                                 |                                       |                                       |
| NEWS                          | E       | #                      | 4,538                  |                         |                        |                                       | 4,538                                 | 5,354                                 |
| CHICO (BUTTE CO.)             |         | 56,700#                |                        |                         |                        | 56,700                                |                                       |                                       |
| ENTERPRISE-RECORD             | E       | #                      | 25,563                 |                         |                        |                                       | 25,563                                | 26,652                                |
| ENTERPRISE-RECORD             | SUN     | #                      | 24,870                 |                         |                        |                                       | 24,870                                | 25,941                                |
| DUBLIN (ALAMEDA CO.)          |         | 51,000#                |                        |                         |                        | 51,000                                |                                       |                                       |
| TRI-VALLEY HERALD             | M       | #                      | 20,617                 |                         |                        |                                       | 20,617                                | 23,167                                |
| TRI-VALLEY HERALD             | SUN     | #                      | 20,715                 |                         |                        |                                       | 20,715                                | 23,279                                |
| EL CENTRO (IMPERIAL CO.)      |         | 17,300#                |                        |                         |                        | 17,300                                |                                       |                                       |
| VALLEY PRESS                  | E       | #                      | 10,434                 |                         |                        |                                       | 10,434                                | 10,861                                |
| EUREKA (HUMBOLDT CO.)         |         | 17,900                 |                        | 33,900                  |                        | 51,800                                |                                       |                                       |
| TIMES STANDARD                | E       |                        | 9,836                  |                         | 10,142                 |                                       | 19,978                                | 20,441                                |
| TIMES STANDARD                | SUN     |                        | 10,320                 |                         | 10,825                 |                                       | 21,145                                | 21,644                                |
| FREMONT-NEWARK (ALAMEDA CO.)  |         | 59,100@                |                        |                         |                        | 59,100                                |                                       |                                       |
| ARGUS                         | M       | @                      | 21,234                 |                         |                        |                                       | 21,234                                | 23,528                                |
| ARGUS                         | SUN     | @                      | 21,444                 |                         |                        |                                       | 21,444                                | 23,762                                |

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| CALIFORNIA                    |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RIZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| FRESNO (FRESNO CO.)           |         | 201,700#               |                        |                         |                        | 201,700                               |                                       |                  |
| BEE                           | M       | #                      | 111,344                | 55.20                   |                        | 111,344                               | 139,213*                              | 139,969*         |
| BEE                           | SUN     | #                      | 125,285                | 62.11                   |                        | 125,285                               | 166,943*                              | 165,497*         |
| GRASS VALLEY (NEVADA CO.)     |         | 22,800#                |                        |                         |                        | 22,800                                |                                       |                  |
| UNION                         | E       | #                      | 13,063                 | 57.29                   |                        | 13,063                                | 13,509                                | 13,207           |
| HANFORD (KINGS CO.)           |         | 12,800                 |                        |                         | 15,200                 | 28,000                                |                                       |                  |
| SENTINEL                      | E       |                        | 7,618                  | 59.52                   | 6,483                  | 14,101                                | 14,260                                | 14,853           |
| HAYWARD (ALAMEDA CO.)         |         | 86,000                 |                        |                         | 91,900                 | 177,900                               |                                       |                  |
| REVIEW                        | E       |                        | 33,276                 | 38.69                   | 14,872                 | 48,148                                | 48,280                                | 46,194           |
| REVIEW                        | SUN     |                        | 33,331                 | 38.76                   | 14,669                 | 48,000                                | 48,138                                | 47,221           |
| HOLLISTER (SAN BENITO CO.)    |         | 4,800#                 |                        |                         | 4,700                  | 9,500                                 |                                       |                  |
| FREE LANCE                    | E (M-F) | #                      | 3,742                  | 77.96                   | 1,359                  | 5,101                                 | 5,412                                 | 5,399            |
| HOLLYWOOD (LOS ANGELES CO.)   |         |                        |                        |                         |                        |                                       | 20,627                                | 9,116            |
| VARIETY                       | M (M-F) |                        |                        |                         |                        |                                       |                                       |                  |
| INDIO (RIVERSIDE CO.)         |         | 13,500                 |                        |                         | 23,700                 | 37,200                                |                                       |                  |
| NEWS                          | E       |                        | 5,731                  | 42.45                   | 2,873                  | 8,604                                 | 9,435                                 | 9,116            |
| LOMPOC (SANTA BARBARA CO.)    |         | 17,800#                |                        |                         |                        | 17,800                                |                                       |                  |
| RECORD                        | E (M-F) | #                      | 9,970                  | 56.01                   |                        | 9,970                                 | 10,132                                | 10,005           |
| RECORD                        | SUN     | #                      | 10,195                 | 57.28                   |                        | 10,195                                | 10,381                                | 10,196           |
| LOS ANGELES (LOS ANGELES CO.) |         | 1,258,700              |                        | 2,450,900               |                        | 3,709,600                             |                                       |                  |
| HERALD EXAMINER               | M (M-F) |                        | 119,501                | 9.49                    | 97,990                 | 217,491                               | 245,291                               | 237,424          |
| HERALD EXAMINER               | SAT M   |                        | 84,031                 | 6.68                    | 78,657                 | 162,688                               | 186,300                               | 182,933          |
| HERALD EXAMINER               | SUN     |                        | 92,085                 | 7.32                    | 88,160                 | 180,245                               | 205,331                               | 213,898          |
| LA OPINION                    | M       |                        | 44,409                 | 3.53                    | 13,144                 | 57,553                                | 62,460                                | 55,900           |
| LA OPINION                    | SUN     |                        | 33,919                 | 2.69                    | 10,750                 | 44,669                                | 48,973                                | 43,512           |
| LOS ANGELES (LOS ANGELES CO.) |         | 433,200#               |                        |                         |                        | 433,200                               |                                       |                  |
| NEWS                          | M (M-F) | #                      | 114,597                | 26.45                   |                        | 114,597                               | 148,133                               | 145,523          |
| NEWS                          | SAT M   | #                      | 104,239                | 24.06                   |                        | 104,239                               | 134,461                               | 132,841          |
| NEWS                          | SUN     | #                      | 122,298                | 28.23                   |                        | 122,298                               | 161,142                               | 165,119          |
| RACING FORM                   | MON M   |                        |                        |                         |                        |                                       | 16,403                                | 17,133           |
| RACING FORM                   | TUE M   |                        |                        |                         |                        |                                       | 8,892                                 | 6,878            |
| RACING FORM                   | M (W-F) |                        |                        |                         |                        |                                       | 28,562                                | 28,204           |
| RACING FORM                   | SAT M   |                        |                        |                         |                        |                                       | 44,858                                | 43,857           |
| RACING FORM                   | SUN     |                        |                        |                         |                        |                                       | 37,320                                | 37,727           |

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| CALIFORNIA                                                          |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|---------------------------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| LOS ANGELES (LOS ANGELES CO.)                                       |         | 2,884,200#             |                        | 749,300                 |                        | 3,633,500                             |                                       |                                       |
| TIMES                                                               | M (M-F) | #                      | 717,037                | 24.86                   | 164,380                | 21.94                                 | 881,417                               | 1,088,155                             |
| TIMES                                                               | SAT M   | #                      | 636,425                | 22.07                   | 156,942                | 20.95                                 | 793,367                               | 992,740                               |
| TIMES                                                               | SUN     | #                      | 880,452                | 30.53                   | 209,707                | 27.99                                 | 1,090,159                             | 1,353,376                             |
| LOS ANGELES CO.<br>COPLEY LOS ANGELES<br>NEWSPAPERS                 |         | 522,000                |                        |                         |                        | 522,000                               |                                       |                                       |
|                                                                     | E       |                        |                        |                         |                        |                                       | 133,638                               | 131,609                               |
| COPLEY LOS ANGELES<br>NEWSPAPERS                                    |         |                        |                        |                         |                        |                                       | 125,801                               | 124,771                               |
|                                                                     | SUN     |                        |                        |                         |                        |                                       |                                       |                                       |
| LOS ANGELES CO. (LONG BEACH P.O.)                                   |         | 263,900                |                        | 115,300                 |                        | 379,200                               |                                       |                                       |
| PRESS-TELEGRAM                                                      | CMB DLY |                        | 98,174                 | 37.20                   | 14,761                 | 12.80                                 | 112,935                               | 128,684                               |
| PRESS-TELEGRAM                                                      | M (M-F) |                        | 94,792                 | 35.92                   | 14,758                 | 12.80                                 | 109,550                               | 125,299                               |
| PRESS-TELEGRAM                                                      | E (M-F) |                        | 3,382                  | 1.28                    | 3                      | .00                                   | 3,385                                 | 3,385                                 |
| PRESS-TELEGRAM                                                      | SAT M   |                        | 95,145                 | 36.05                   | 14,756                 | 12.80                                 | 109,905                               | 125,198                               |
| PRESS-TELEGRAM                                                      | SUN     |                        | 106,917                | 40.51                   | 13,857                 | 12.02                                 | 120,774                               | 136,748                               |
| MADERA (MADERA CO.)<br>TRIBUNE                                      |         | 8,500                  |                        | 16,700                  |                        | 25,200                                |                                       |                                       |
|                                                                     | E       |                        | 4,842                  | 56.96                   | 3,413                  | 20.44                                 | 8,255                                 | 8,423                                 |
| MARIN CO. (NOVATO P.O.)<br>INDEPENDENT JOURNAL                      |         | 87,000                 |                        | 6,100                   |                        | 93,100                                |                                       |                                       |
|                                                                     | E       |                        | 36,738                 | 42.23                   | 883                    | 14.48                                 | 37,621                                | 39,443                                |
| MARYSVILLE (YUBA CO.)-<br>YUBA CITY (SUTTER CO.)<br>APPEAL-DEMOCRAT |         | 40,200#                |                        |                         |                        | 40,200                                |                                       |                                       |
|                                                                     | E       | #                      | 21,308                 | 53.00                   |                        |                                       | 21,308                                | 22,808                                |
| MERCED (MERCED CO.)<br>SUN-STAR                                     |         | 23,300                 |                        | 33,100                  |                        | 56,400                                |                                       |                                       |
|                                                                     | -M      |                        | 16,332                 | 70.09                   | 6,156                  | 18.60                                 | 22,488                                | 22,902                                |
| MODESTO (STANISLAUS CO.)<br>BEE                                     |         | 45,800#                |                        | 61,400                  |                        | 107,200                               |                                       |                                       |
| BEE                                                                 | M       | #                      | 36,818                 | 80.39                   | 23,772                 | 38.72                                 | 60,590                                | 74,260*                               |
| BEE                                                                 | SUN     | #                      | 38,587                 | 84.25                   | 26,275                 | 42.79                                 | 64,862                                | 80,980*                               |
| MONTEREY (MONTEREY CO.)<br>HERALD                                   |         | 35,200#                |                        | 19,700                  |                        | 54,900                                |                                       |                                       |
| HERALD                                                              | M       | #                      | 24,862                 | 70.63                   | 6,193                  | 31.44                                 | 31,055                                | 33,519                                |
| HERALD                                                              | SUN     | #                      | 25,557                 | 72.61                   | 6,570                  | 33.35                                 | 32,127                                | 35,145                                |
| NAPA (NAPA CO.)<br>REGISTER                                         |         | 23,200                 |                        | 16,800                  |                        | 40,000                                |                                       |                                       |
|                                                                     | E       |                        | 15,755                 | 67.91                   | 5,600                  | 33.33                                 | 21,355                                | 21,610                                |

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| CALIFORNIA                                     |         | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S                                | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|------------------------------------------------|---------|---------------|-------------|------------------------|-----------------------------------------------|-------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| OAKLAND (ALAMEDA CO.)                          |         | 726,300#      |             |                        |                                               |             |                        | 726,300                               |                                       |                                       |
| TRIBUNE                                        | M (M-F) | #             | 135,053     | 18.59                  |                                               |             |                        | 135,053                               | 152,211                               | 150,336                               |
| TRIBUNE                                        | SAT M   | #             | 133,362     | 18.36                  |                                               |             |                        | 133,362                               | 146,306                               | 140,506                               |
| TRIBUNE                                        | SUN     | #             | 145,191     | 19.99                  |                                               |             |                        | 145,191                               | 157,169                               | 156,944                               |
| ONTARIO-UPLAND<br>(SAN BERNARDINO CO.)         |         | 101,700#      |             |                        |                                               |             |                        | 101,700                               |                                       |                                       |
| REPORT                                         | E       | #             | 39,143      | 38.49                  |                                               |             |                        | 39,143                                | 40,625                                | 38,813                                |
| REPORT                                         | SUN     | #             | 40,569      | 39.89                  |                                               |             |                        | 40,569                                | 42,107                                | 40,295                                |
| ORANGE CO. (ANAHEIM P.O.)                      |         | 170,300#      |             |                        |                                               |             |                        | 170,300                               |                                       |                                       |
| BULLETIN                                       | E       | #             | 12,142      | 7.13                   |                                               |             |                        | 12,142                                | 15,404                                | 14,209                                |
| ORANGE CO. (COSTA MESA-<br>NEWPORT BEACH P.O.) |         | 64,100        |             |                        | 132,800                                       |             |                        | 196,900                               |                                       |                                       |
| COAST PILOT                                    | E       |               |             |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |             |                        |                                       |                                       |                                       |
| COAST PILOT                                    | SUN     |               |             |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |             |                        |                                       |                                       |                                       |
| ORANGE CO. (LA HABRA P.O.)                     |         | 29,100#       |             |                        |                                               |             |                        | 29,100                                |                                       |                                       |
| STAR-PROGRESS                                  | E (M-F) | #             | 3,191       | 10.97                  |                                               |             |                        | 3,191                                 | 4,514                                 | 4,046                                 |
| ORANGE CO. (SANTA ANA P.O.)                    |         | 749,300#      |             |                        |                                               |             |                        | 749,300                               |                                       |                                       |
| REGISTER                                       | ALL DAY |               |             |                        |                                               |             |                        |                                       |                                       |                                       |
| REGISTER                                       | (M-F)   | #             | 282,712     | 37.73                  |                                               |             |                        | 282,712                               | 300,985                               | 291,619                               |
| REGISTER                                       | SAT M   | #             | 277,451     | 37.03                  |                                               |             |                        | 277,451                               | 294,532                               | 285,821                               |
| REGISTER                                       | SUN     | #             | 318,973     | 42.57                  |                                               |             |                        | 318,973                               | 340,427                               | 326,038                               |
| OROVILLE (BUTTE CO.)                           |         | 10,600        |             |                        | 7,500                                         |             |                        | 18,100                                |                                       |                                       |
| MERCURY REGISTER                               | E (M-F) |               |             |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |             |                        |                                       |                                       |                                       |
| MERCURY REGISTER                               | SAT M   |               |             |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |             |                        |                                       |                                       |                                       |
| PALM SPRINGS-PALM DESERT<br>(RIVERSIDE CO.)    |         | 38,300#       |             |                        | 7,700                                         |             |                        | 46,000                                |                                       |                                       |
| DESERT SUN                                     | E       | #             | 25,929      | 67.70                  | 3,122                                         | 40.55       |                        | 29,051                                | 33,227                                | 30,971                                |
| PALO ALTO (SANTA CLARA CO.)                    |         | 139,300       |             |                        | 54,100                                        |             |                        | 193,400                               |                                       |                                       |
| PENINSULA TIMES TRIBUNE                        | E       |               |             |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |             |                        |                                       |                                       |                                       |
| PENINSULA TIMES TRIBUNE                        | SUN     |               |             |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |             |                        |                                       |                                       |                                       |
| WALL STREET JOURNAL-<br>WESTERN EDITION        | M (M-F) |               |             |                        |                                               |             |                        |                                       | 416,701                               | 417,460                               |
| PASADENA (LOS ANGELES CO.)                     |         | 75,400        |             |                        | 79,800                                        |             |                        | 155,200                               |                                       |                                       |
| STAR-NEWS                                      | M       |               | 19,349      | 25.66                  | 15,608                                        | 19.56       |                        | 34,957                                | 40,554                                | 41,318                                |
| STAR-NEWS                                      | SUN     |               | 19,742      | 26.18                  | 19,159                                        | 24.01       |                        | 38,901                                | 45,840                                | 47,041                                |

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| CALIFORNIA                                    |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-----------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| PETALUMA (SONOMA CO.)<br>ARGUS-COURIER        | E       | 13,800                 | 7,584 54.96            | 52,200                  | 1,814 3.48             | 66,000                                | 9,398                                 | 9,577 9,718      |
| PITTSBURG (CONTRA COSTA CO.)<br>POST DISPATCH | E (M-F) | 18,200#                | 6,609 36.31            |                         |                        | 18,200                                | 6,609                                 | 6,695 6,842      |
| POMONA (LOS ANGELES CO.)<br>PROGRESS BULLETIN | E       | 104,400#               | 36,338 34.81           |                         |                        | 104,400                               | 36,338                                | 42,192 41,737    |
| PROGRESS BULLETIN                             | SUN     | #                      | 37,941 36.34           |                         |                        |                                       | 37,941                                | 44,447 43,926    |
| PORTERVILLE (TULARE CO.)<br>RECORDER          | E       | 25,500#                | 13,349 52.35           |                         |                        | 25,500                                | 13,349                                | 13,568* 13,914*  |
| RED BLUFF (TEHAMA CO.)<br>NEWS                | E       | 16,800#                | 8,524 50.74            |                         |                        | 16,800                                | 8,524                                 | 8,770 8,756      |
| REDDING (SHASTA CO.)<br>RECORD SEARCHLIGHT    | E       | 56,700#                | 34,938 61.62           |                         |                        | 56,700                                | 34,938                                | 36,487 35,915    |
| REDLANDS (SAN BERNARDINO CO.)<br>FACTS        | E       | 22,000#                | 8,653 39.33            |                         |                        | 22,000                                | 8,653                                 | 9,581 9,056      |
| FACTS                                         | SUN     | #                      | 8,624 39.20            |                         |                        |                                       | 8,624                                 | 9,577 9,003      |
| RIVERSIDE (RIVERSIDE CO.)<br>PRESS-ENTERPRISE | M       | 197,100#               | 116,014 58.86          |                         |                        | 197,100                               | 116,014                               | 134,540 123,521  |
| PRESS-ENTERPRISE                              | SUN     | #                      | 120,131 60.95          |                         |                        |                                       | 120,131                               | 140,132 129,284  |
| ROSEVILLE (PLACER CO.)<br>PRESS-TRIBUNE       | E (M-F) | 28,200#                | 12,211 43.30           |                         |                        | 28,200                                | 12,211                                | 14,962 13,850    |
| SACRAMENTO (SACRAMENTO CO.)<br>BEE            | M       | 464,700#               | 208,243 44.81          |                         |                        | 464,700                               | 208,243                               | 235,991 230,160  |
| BEE                                           | SUN     | #                      | 234,918 50.55          |                         |                        |                                       | 234,918                               | 273,912 263,763  |
| UNION                                         | M       | #                      | 87,685 18.87           |                         |                        |                                       | 87,685                                | 94,097 102,317   |
| UNION                                         | SUN     | #                      | 86,168 18.54           |                         |                        |                                       | 86,168                                | 92,860 101,182   |
| SALINAS (MONTEREY CO.)<br>CALIFORNIAN         | E       | 29,900                 | 15,319 51.23           | 26,200                  | 7,115 27.16            | 56,100                                | 22,434                                | 22,780 23,132    |
| SAN BERNARDINO<br>(SAN BERNARDINO CO.)        |         | 196,700#               |                        |                         |                        | 196,700                               |                                       |                  |
| SUN                                           | M       | #                      | 74,486 37.87           |                         |                        |                                       | 74,486                                | 82,229 80,240    |
| SUN                                           | SUN     | #                      | 77,770 39.54           |                         |                        |                                       | 77,770                                | 86,169 85,640    |

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| CALIFORNIA                                                                                                                            |  | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                            | RTZ OR NDM<br>OH'S CIRC                            | RATIO<br>CIRC/<br>OH'S                                                    | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC            | TOTAL CIRCULATION<br>AS OF<br>3/31/86                                       | AS OF<br>3/31/85                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------|--|------------------------|-------------------------------------------------------------------|----------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------|
| SAN BERNARDINO CO.<br>(VICTORVILLE P.O.)<br>VICTOR VALLEY PRESS<br>VICTOR VALLEY PRESS                                                |  | 7,600                  | 6,311<br>6,665                                                    | 83.04<br>87.70                                     | 24,700<br>15,622<br>16,513                                                | 63.25<br>66.85                                   | 32,300<br>21,933<br>23,178                                                  | 22,175*<br>23,420*<br>21,638*                                             |
| SAN CLEMENTE (ORANGE CO.)<br>SUN-POST                                                                                                 |  | 15,600                 | 5,945                                                             | 38.11                                              | 20,900<br>1,536                                                           | 7.35                                             | 36,500<br>7,481                                                             | 7,660<br>6,997                                                            |
| SAN DIEGO (SAN DIEGO CO.)<br>TRANSCRIPT<br>UNION, TRIBUNE<br>UNION<br>TRIBUNE<br>UNION                                                |  | 606,200                | 5,766<br>321,519<br>205,578<br>115,941<br>338,321                 | 0.95<br>53.04<br>33.91<br>19.13<br>55.81           | 160,300<br>2,052<br>40,572<br>32,192<br>8,380<br>44,779                   | 1.28<br>25.31<br>20.08<br>5.23<br>27.93          | 766,500<br>7,818<br>362,091<br>237,770<br>124,321<br>383,100                | 8,210*<br>8,366*<br>353,896*<br>231,306*<br>122,590*<br>368,285*          |
| SAN DIEGO CO. (EL CAJON P.O.)<br>CALIFORNIAN                                                                                          |  | 50,500                 | 10,112                                                            | 20.02                                              | 76,700<br>10,593                                                          | 13.81                                            | 127,200<br>20,705                                                           | 22,554<br>22,704                                                          |
| SAN DIEGO CO. (ESCONDIDO P.O.)<br>TIMES-ADVOCATE<br>TIMES-ADVOCATE                                                                    |  | 46,100                 | 25,086<br>26,726                                                  | 54.42<br>57.97                                     | 55,100<br>11,399<br>11,867                                                | 20.69<br>21.54                                   | 101,200<br>36,485<br>38,593                                                 | 38,126<br>35,862<br>37,989                                                |
| SAN DIEGO CO. (OCEANSIDE P.O.)<br>BLADE-TRIBUNE<br>BLADE-TRIBUNE                                                                      |  | 48,100                 | 23,383<br>23,913                                                  | 48.61<br>49.72                                     | 49,400<br>11,317<br>11,868                                                | 22.91<br>24.02                                   | 97,500<br>34,700<br>35,781                                                  | 35,609<br>30,832<br>32,188                                                |
| SAN FRANCISCO<br>(SAN FRANCISCO CO.)<br>CHRONICLE, EXAMINER<br>CHRONICLE<br>EXAMINER<br>CHRONICLE<br>EXAMINER<br>EXAMINER & CHRONICLE |  | 334,500#               | #<br>205,538<br>129,835<br>75,703<br>105,423<br>52,337<br>176,497 | 61.45<br>38.81<br>22.63<br>31.52<br>15.65<br>52.76 | 1,389,900<br>361,354<br>296,400<br>64,954<br>273,791<br>57,432<br>400,742 | 26.00<br>21.33<br>4.67<br>19.70<br>4.13<br>28.83 | 1,724,400<br>566,892<br>426,235<br>140,657<br>379,214<br>109,769<br>577,239 | 704,628<br>706,737<br>554,979<br>151,758<br>501,955<br>118,508<br>717,426 |
| SAN GABRIEL VALLEY<br>(LOS ANGELES CO.)<br>(WEST COVINA P.O.)<br>TRIBUNE<br>TRIBUNE/NEWS                                              |  | 139,400                | 49,553<br>51,919                                                  |                                                    | 78,500<br>9,458<br>9,007                                                  |                                                  | 217,900<br>59,011<br>60,926                                                 | 61,826<br>61,493<br>80,704                                                |
| SAN JOSE (SANTA CLARA CO.)<br>MERCURY NEWS<br>MERCURY NEWS<br>MERCURY NEWS                                                            |  | 403,600#               | #<br>205,314<br>193,198<br>239,268                                | 50.87<br>47.87<br>59.28                            | 82,300<br>26,222<br>23,434<br>29,295                                      | 31.86<br>28.47<br>35.60                          | 485,900<br>231,536<br>216,632<br>268,563                                    | 262,922<br>259,059<br>245,590<br>309,527                                  |

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| CALIFORNIA                                                       |                 | CZ OR<br>OH'S     | NDM<br>CIRC      | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC      | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85   |                    |
|------------------------------------------------------------------|-----------------|-------------------|------------------|------------------------|----------------|------------------|------------------------|---------------------------------------|---------------------------------------|--------------------|--------------------|
| SAN LUIS OBISPO<br>(SAN LUIS OBISPO CO.)<br>TELEGRAM-TRIBUNE     | E               | 14,600            | 9,780            | 66.99                  | 55,300         | 17,893           | 32.36                  | 69,900                                | 27,673                                | 28,165             | 27,820             |
| SAN MATEO (SAN MATEO CO.)<br>TIMES & NEWS LEADER                 | E               | 77,800            | 30,121           | 38.72                  | 145,200        | 10,459           | 7.20                   | 223,000                               | 40,580                                | 44,287             | 45,854             |
| SANTA BARBARA<br>(SANTA BARBARA CO.)<br>NEWS-PRESS<br>NEWS-PRESS | E<br>SUN        | 70,500            | 41,811<br>46,202 | 59.31<br>65.53         | 49,600         | 7,889<br>9,303   | 15.91<br>18.76         | 120,100                               | 49,700<br>55,505                      | 50,889<br>57,649   | 48,665<br>55,522   |
| SANTA CRUZ (SANTA CRUZ CO.)<br>SENTINEL<br>SENTINEL              | E (M-F)<br>SUN  | 36,600            | 16,135<br>17,911 | 44.08<br>48.94         | 27,500         | 11,347<br>12,618 | 41.26<br>45.88         | 64,100                                | 27,482<br>30,529                      | 28,171*<br>31,599* | 28,239*<br>31,243* |
| SANTA MARIA (SANTA BARBARA CO.)<br>TIMES<br>TIMES                | E (M-F)<br>SUN  | 24,200            | 16,428<br>16,526 | 67.88<br>68.29         | 37,000         | 3,749<br>3,930   | 10.13<br>10.62         | 61,200                                | 20,177<br>20,456                      | 20,362<br>20,642   | 20,408<br>20,725   |
| SANTA ROSA (SONOMA CO.)<br>PRESS DEMOCRAT<br>PRESS DEMOCRAT      | M<br>SUN        | 58,500            | 36,117<br>39,226 | 61.74<br>67.05         | 127,900        | 40,155<br>45,809 | 31.40<br>35.82         | 186,400                               | 76,272<br>85,035                      | 76,828<br>86,025   | 72,698<br>81,360   |
| STOCKTON (SAN JOAQUIN CO.)<br>RECORD<br>RECORD                   | M<br>SUN        | 77,700#<br>#<br># | 39,570<br>40,244 | 50.93<br>51.79         | 65,500         | 10,514<br>12,756 | 16.05<br>19.47         | 143,200                               | 50,084<br>53,000                      | 52,818<br>56,132   | 52,083<br>54,009   |
| TULARE (TULARE CO.)<br>ADVANCE-REGISTER & TIMES                  | E               | 10,500            | 6,740            | 64.19                  | 8,500          | 2,075            | 24.41                  | 19,000                                | 8,815                                 | 8,984              | 8,790              |
| TURLOCK (STANISLAUS CO.)<br>JOURNAL                              | E               | 12,800            | 6,676            | 52.16                  | 11,800         | 2,757            | 23.36                  | 24,600                                | 9,433                                 | 9,898              | 9,394              |
| UKIAH (MENDOCINO CO.)<br>JOURNAL<br>JOURNAL                      | E (M-F)<br>SUN  | 6,600             | 5,628<br>5,718   | 85.27<br>86.64         | 7,800          | 2,818<br>2,970   | 36.13<br>38.08         | 14,400                                | 8,446<br>8,688                        | 8,854<br>9,097     | 8,480<br>8,829     |
| VACAVILLE (SOLANO CO.)<br>REPORTER<br>REPORTER                   | M (TU-S)<br>SUN | 17,000@<br>@<br>@ | 10,377<br>10,789 | 61.04<br>63.46         |                |                  |                        | 17,000                                | 10,377<br>10,789                      | 13,535<br>14,103   | 12,847<br>13,590   |
| VALLEJO (SOLANO CO.)<br>TIMES-HERALD<br>TIMES-HERALD             | M<br>SUN        | 43,400            | 21,513<br>21,316 | 49.57<br>49.12         | 2,400          | 552<br>546       | 23.00<br>22.75         | 45,800                                | 22,065<br>21,862                      | 24,871<br>24,701   | 24,160<br>24,489   |

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| CALIFORNIA                          |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| VENTURA CO. (CAMARILLO P.O.)        |         | 20,100#                |                        |                                               |                        | 20,100                                |                                       |                                       |
| NEWS                                | M (M-F) | #                      | 11,077                 | 55.11                                         |                        | 11,077                                | 11,248                                | 10,864                                |
| NEWS                                | SUN     | #                      | 11,242                 | 55.93                                         |                        | 11,242                                | 11,423                                | 10,960                                |
| VENTURA CO. (OXNARD P.O.)           |         | 43,100                 |                        | 27,900                                        |                        | 71,000                                |                                       |                                       |
| PRESS-COURIER                       | E       |                        | 16,556                 | 38.41                                         | 2,361                  | 18,917                                | 19,505                                | 19,483                                |
| PRESS-COURIER                       | SUN     |                        | 17,205                 | 39.92                                         | 2,382                  | 19,587                                | 20,167                                | 20,294                                |
| VENTURA CO. (SIMI VALLEY P.O.)      |         | 25,100                 |                        | 4,800                                         |                        | 29,900                                |                                       |                                       |
| ENTERPRISE                          | E (M-F) |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| ENTERPRISE                          | SUN     |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| VENTURA CO.<br>(THOUSAND OAKS P.O.) |         | 43,900                 |                        | 5,500                                         |                        | 49,400                                |                                       |                                       |
| NEWS CHRONICLE                      | E (M-F) |                        | 23,605                 | 53.77                                         | 803                    | 24,408                                | 24,855                                | 23,772                                |
| NEWS CHRONICLE                      | SUN     |                        | 24,474                 | 55.75                                         | 858                    | 25,332                                | 25,804                                | 24,346                                |
| VENTURA CO. (VENTURA P.O.)          |         | 86,700#                |                        | 112,500                                       |                        | 199,200                               |                                       |                                       |
| STAR-FREE PRESS                     | E       | #                      | 39,734                 | 45.83                                         | 7,072                  | 46,806                                | 47,116                                | 46,095                                |
| STAR-FREE PRESS                     | SUN     | #                      | 42,996                 | 49.59                                         | 9,044                  | 52,040                                | 52,495                                | 50,565                                |
| VISALIA (TULARE CO.)                |         | 21,000                 |                        | 17,200                                        |                        | 38,200                                |                                       |                                       |
| TIMES-DELTA                         | M       |                        | 14,288                 | 68.04                                         | 4,978                  | 19,266                                | 21,166                                | 19,484                                |
| WALNUT CREEK<br>(CONTRA COSTA CO.)  |         | 133,600#               |                        |                                               |                        | 133,600                               |                                       |                                       |
| TIMES                               | M       | #                      | 69,879                 | 52.30                                         |                        | 69,879                                | 83,182                                | 82,103                                |
| TIMES                               | SUN     | #                      | 73,507                 | 55.02                                         |                        | 73,507                                | 88,382                                | 85,984                                |
| WATSONVILLE (SANTA CRUZ CO.)        |         | 22,000#                |                        |                                               |                        | 22,000                                |                                       |                                       |
| REGISTER-PAJARONIAN                 | E       | #                      | 12,620                 | 57.36                                         |                        | 12,620                                | 13,826                                | 13,347                                |
| WHITTIER (LOS ANGELES CO.)          |         | 31,700                 |                        | 83,700                                        |                        | 115,400                               |                                       |                                       |
| NEWS                                | E       |                        | 10,753                 | 33.92                                         | 7,015                  | 17,768                                | 17,814                                | 18,152                                |
| WOODLAND (YOLO CO.)                 |         | 12,400                 |                        | 21,900                                        |                        | 34,300                                |                                       |                                       |
| DEMOCRAT                            | E       |                        | 8,781                  | 70.81                                         | 2,646                  | 11,427                                | 11,695*                               | 12,022*                               |
| DEMOCRAT                            | SUN     |                        | 8,517                  | 68.69                                         | 2,703                  | 11,220                                | 11,487*                               | 11,849*                               |

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|                                |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RIZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RIZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|--------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| COLORADO                       |         |                        |                        |                         |                        |                                       |                                       |                  |
| BOULDER (BOULDER CO.)          |         | 31,200                 |                        | 21,500                  |                        | 52,700                                |                                       |                  |
| CAMERA                         | M       |                        | 19,495                 |                         | 8,966                  |                                       | 28,461                                | 30,020           |
| CAMERA                         | SUN     |                        | 24,038                 |                         | 12,062                 |                                       | 36,100                                | 38,086           |
| CANON CITY (FREMONT CO.)       |         | 6,900                  |                        | 5,300                   |                        | 12,200                                |                                       |                  |
| RECORD                         | E       |                        | 6,420                  |                         | 2,136                  |                                       | 8,556                                 | 8,630            |
| COLORADO SPRINGS (EL PASO CO.) |         | 130,500#               |                        |                         |                        | 130,500                               |                                       |                  |
| GAZETTE TELEGRAPH              | CMB DLY | #                      | 104,755                |                         |                        |                                       | 104,755                               | 107,448          |
| GAZETTE TELEGRAPH              | M (M-F) | #                      | 66,788                 |                         |                        |                                       | 66,788                                | 69,481           |
| GAZETTE TELEGRAPH              | E (M-F) | #                      | 37,967                 |                         |                        |                                       | 37,967                                | 40,025           |
| GAZETTE TELEGRAPH              | SAT M   | #                      | 103,657                |                         |                        |                                       | 103,657                               | 106,309          |
| GAZETTE TELEGRAPH              | SUN     | #                      | 110,260                |                         |                        |                                       | 110,260                               | 114,457          |
| DENVER (DENVER CO.)            |         | 566,500#               |                        | 293,800                 |                        | 860,300                               |                                       |                  |
| POST                           | M       | #                      | 163,644                |                         | 37,153                 |                                       | 200,797                               | 220,861          |
| POST                           | SUN     | #                      | 299,603                |                         | 64,772                 |                                       | 364,375                               | 412,102          |
| ROCKY MOUNTAIN NEWS            | M       | #                      | 249,393                |                         | 43,686                 |                                       | 293,079                               | 320,441          |
| ROCKY MOUNTAIN NEWS            | SUN     | #                      | 286,271                |                         | 57,413                 |                                       | 343,684                               | 378,133          |
| DURANGO (LA PLATA CO.)         |         | 4,800                  |                        | 16,000                  |                        | 20,800                                |                                       |                  |
| HERALD                         | E (M-F) |                        | 3,452                  |                         | 2,967                  |                                       | 6,419                                 | 7,014            |
| HERALD                         | SUN     |                        | 3,979                  |                         | 3,667                  |                                       | 7,646                                 | 8,706            |
| FORT COLLINS (LARIMER CO.)     |         | 27,800                 |                        | 13,100                  |                        | 40,900                                |                                       |                  |
| COLORADOAN                     | E       |                        | 15,205                 |                         | 3,403                  |                                       | 18,608                                | 18,957           |
| COLORADOAN                     | SUN     |                        | 19,186                 |                         | 4,125                  |                                       | 23,311                                | 24,588           |
| GRAND JUNCTION (MESA CO.)      |         | 29,500#                |                        | 34,000                  |                        | 63,500                                |                                       |                  |
| SENTINEL                       | E       | #                      | 20,985                 |                         | 6,606                  |                                       | 27,591                                | 29,263           |
| SENTINEL                       | SUN     | #                      | 22,704                 |                         | 8,057                  |                                       | 30,761                                | 32,973           |
| GREELEY (WELD CO.)             |         | 25,800#                |                        | 18,000                  |                        | 43,800                                |                                       |                  |
| TRIBUNE                        | E       | #                      | 14,514                 |                         | 7,812                  |                                       | 22,326                                | 23,467           |
| TRIBUNE                        | SUN     | #                      | 14,924                 |                         | 8,007                  |                                       | 22,931                                | 24,083           |
| LONGMONT (BOULDER CO.)         |         | 19,200                 |                        | 17,800                  |                        | 37,000                                |                                       |                  |
| TIMES-CALL                     | E       |                        | 13,491                 |                         | 5,501                  |                                       | 18,992                                | 19,446           |
| TIMES-CALL                     | SUN     |                        | 13,703                 |                         | 5,591                  |                                       | 19,294                                | 19,776           |

|                                                                                           |                                               | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                                       | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                                     | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86                                                  | TOTAL CIRCULATION<br>AS OF<br>3/31/85                                                       |
|-------------------------------------------------------------------------------------------|-----------------------------------------------|------------------------|------------------------------------------------------------------------------|-------------------------|----------------------------------------------------------------------------|---------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| COLORADO                                                                                  |                                               |                        |                                                                              |                         |                                                                            |                                       |                                                                                        |                                                                                             |
| LOVELAND (LARIMER CO.)<br>REPORTER-HERALD<br>REPORTER-HERALD                              | E (M-F)<br>WKND                               | 14,000                 | 11,771 84.08<br>12,151 86.79                                                 | 15,800                  | 3,908 24.73<br>4,057 25.68                                                 | 29,800                                | 15,679 16,017<br>16,208 16,627                                                         | 15,845 16,337                                                                               |
| PUEBLO (PUEBLO CO.)<br>CHIEFTAIN<br>CHIEFTAIN                                             | M<br>SUN                                      | 42,200#<br>#<br>#      | 33,035 78.28<br>34,623 82.05                                                 | 55,200                  | 16,553 29.99<br>17,879 32.39                                               | 97,400                                | 49,588 51,156<br>52,502 54,283                                                         | 51,007 53,408                                                                               |
| STERLING (LOGAN CO.)<br>JOURNAL-ADVOCATE                                                  | E                                             | 4,800                  | 3,550 73.96                                                                  | 9,500                   | 2,821 29.69                                                                | 14,300                                | 6,371 6,832                                                                            | 7,044                                                                                       |
| TRINIDAD (LAS ANIMAS CO.)<br>CHRONICLE-NEWS                                               | E (M-F)                                       | 3,600                  | 2,396 66.56                                                                  | 1,900                   | 553 29.11                                                                  | 5,500                                 | 2,949 3,294                                                                            | 3,566                                                                                       |
| CONNECTICUT                                                                               |                                               |                        |                                                                              |                         |                                                                            |                                       |                                                                                        |                                                                                             |
| ANSONIA (NEW HAVEN CO.)<br>SENTINEL                                                       | E                                             | 16,900                 | 11,219 66.38                                                                 | 14,900                  | 5,306 35.61                                                                | 31,800                                | 16,525 16,713*                                                                         | 15,982*                                                                                     |
| BRIDGEPORT (FAIRFIELD CO.)<br>TELEGRAM, POST<br>TELEGRAM<br>POST<br>TELEGRAM-POST<br>POST | CMB DLY<br>M (M-F)<br>E (M-F)<br>SAT M<br>SUN | 100,400                | 62,791 62.54<br>13,735 13.68<br>49,056 48.86<br>55,579 55.36<br>62,681 62.43 | 86,200                  | 17,321 20.09<br>3,869 4.49<br>13,452 15.61<br>16,440 19.07<br>24,311 28.20 | 186,600                               | 80,112 82,812*<br>17,604 18,460*<br>62,508 64,352*<br>72,019 74,232*<br>86,992 91,665* | 85,195* 85,195*<br>18,048* 18,048*<br>67,147* 67,147*<br>75,745* 75,745*<br>91,431* 91,431* |
| BRISTOL (HARTFORD CO.)<br>PRESS                                                           | E                                             | 23,300                 | 17,612 75.59                                                                 | 10,500                  | 761 7.25                                                                   | 33,800                                | 18,373 20,084                                                                          | 19,908                                                                                      |
| DANBURY (FAIRFIELD CO.)<br>NEWS-TIMES<br>NEWS-TIMES                                       | M<br>SUN                                      | 28,300                 | 19,420 68.62<br>20,849 73.67                                                 | 62,400                  | 18,937 30.35<br>22,419 35.93                                               | 90,700                                | 38,357 39,712*<br>43,268 45,640*                                                       | 40,201* 45,363*                                                                             |
| GREENWICH (FAIRFIELD CO.)<br>TIME<br>TIME<br>TIME                                         | E (M-F)<br>SAT M<br>SUN                       | 21,600#<br>#<br>#      | 12,912 59.78<br>12,004 55.57<br>11,705 54.19                                 |                         |                                                                            | 21,600                                | 12,912 13,482<br>12,004 12,512<br>11,705 12,226                                        | 13,941 13,941<br>13,037 13,037<br>12,613 12,613                                             |
| HARTFORD (HARTFORD CO.)<br>COURANT<br>COURANT                                             | M<br>SUN                                      | 113,400                | 69,932 61.67<br>75,514 66.59                                                 | 217,700                 | 107,878 49.55<br>149,783 68.80                                             | 331,100                               | 177,810 220,718<br>225,297 299,893                                                     | 218,775 296,275                                                                             |

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| CONNECTICUT                                              |         | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC    | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|----------------------------------------------------------|---------|---------------|-------------|------------------------|----------------|-------------|------------------------|----------------------------------|---------|---------------------------------------|------------------|
| MANCHESTER (HARTFORD CO.)<br>HERALD                      | E       | 18,600        | 7,860       | 42.26                  | 53,700         | 1,532       | 2.85                   | 72,300                           | 9,392   | 9,546                                 | 9,460            |
| MANCHESTER (HARTFORD CO.)<br>JOURNAL INQUIRER            | E       | 89,100#       | 40,534      | 45.49                  |                |             |                        | 89,100                           | 40,534  | 44,652                                | 42,237           |
| MERIDEN-WALLINGFORD<br>(NEW HAVEN CO.)<br>RECORD-JOURNAL | M       | 35,400        | 25,328      | 71.55                  | 20,200         | 4,331       | 21.44                  | 55,600                           | 29,659  | 30,201                                | 30,517           |
| RECORD-JOURNAL                                           | SUN     |               | 24,422      | 68.99                  |                | 4,310       | 21.34                  |                                  | 28,732  | 29,270                                | 29,630           |
| MIDDLETOWN (MIDDLESEX CO.)<br>PRESS                      | E       | 21,900        | 12,987      | 59.30                  | 41,500         | 7,514       | 18.11                  | 63,400                           | 20,501  | 20,786                                | 20,525           |
| MILFORD (NEW HAVEN CO.)<br>CITIZEN                       | E (M-F) | 17,500#       | 7,443       | 42.53                  |                |             |                        | 17,500                           | 7,443   | 7,585                                 | 7,399*           |
| CITIZEN                                                  | SUN     | #             | 9,369       | 53.54                  |                |             |                        |                                  | 9,369   | 9,568                                 | 9,336*           |
| NAUGATUCK (NEW HAVEN CO.)<br>NEWS                        | E       | 14,200#       | 4,988       | 35.13                  |                |             |                        | 14,200                           | 4,988   | 5,166                                 | 4,714            |
| NEW BRITAIN (HARTFORD CO.)<br>HERALD                     | E       | 53,200#       | 30,811      | 57.92                  |                |             |                        | 53,200                           | 30,811  | 40,574                                | 40,595           |
| NEW HAVEN (NEW HAVEN CO.)<br>JOURNAL-COURIER, REGISTER   | CMB DLY | 239,100#      | 126,147     | 52.76                  |                |             |                        | 239,100                          | 126,147 | 128,126                               | 128,191          |
| JOURNAL-COURIER                                          | M (M-F) | #             | 36,847      | 15.41                  |                |             |                        |                                  | 36,847  | 37,733                                | 37,657           |
| REGISTER                                                 | E       | #             | 89,300      | 37.35                  |                |             |                        |                                  | 89,300  | 90,393                                | 90,534           |
| REGISTER                                                 | SUN     | #             | 135,639     | 56.73                  |                |             |                        |                                  | 135,639 | 140,776                               | 139,766          |
| NEW LONDON (NEW LONDON CO.)<br>DAY                       | E       | 30,800        | 19,485      | 63.26                  | 32,500         | 16,257      | 50.02                  | 63,300                           | 35,742  | 37,364                                | 37,809           |
| DAY                                                      | SUN     |               | 19,340      | 62.79                  |                | 16,932      | 52.10                  |                                  | 36,272  | 38,546                                | 38,208           |
| NORWALK (FAIRFIELD CO.)<br>HOUR                          | E       | 29,100#       | 17,080      | 58.69                  | 16,700         | 3,417       | 20.46                  | 45,800                           | 20,497  | 21,324*                               | 21,368*          |
| STAMFORD (FAIRFIELD CO.)<br>ADVOCATE                     | E       | 39,000#       | 22,738      | 58.30                  | 17,400         | 4,413       | 25.36                  | 56,400                           | 27,151  | 30,264                                | 30,455           |
| ADVOCATE                                                 | SUN     | #             | 23,917      | 61.33                  |                | 5,036       | 28.94                  |                                  | 28,953  | 35,672                                | 34,045           |
| TORRINGTON (LITCHFIELD CO.)<br>REGISTER CITIZEN          | M       | 12,700        | 8,660       | 68.19                  | 14,800         | 6,927       | 46.80                  | 27,500                           | 15,587  | 15,850                                | 16,553           |

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|                                                                                                 |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RIZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RIZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-------------------------------------------------------------------------------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| CONNECTICUT                                                                                     |         |                        |                        |                                               |                        |                                       |                                       |                  |
| WATERBURY (NEW HAVEN CO.)<br>REPUBLICAN, AMERICAN<br>REPUBLICAN<br>AMERICAN<br>REPUBLICAN       | CMB DLY | 60,400                 |                        | 46,200                                        |                        | 106,600                               |                                       |                  |
|                                                                                                 | M       |                        | 43,071                 | 19,457                                        | 42.11                  | 62,528                                | 68,375                                | 69,621           |
|                                                                                                 | E (M-F) |                        | 22,585                 | 11,543                                        | 24.98                  | 34,228                                | 39,481                                | 39,500           |
|                                                                                                 | SUN     |                        | 20,386                 | 7,914                                         | 17.13                  | 28,300                                | 28,894                                | 30,121           |
|                                                                                                 |         |                        | 43,041                 | 23,154                                        | 50.12                  | 66,195                                | 73,287                                | 72,971           |
| WILLIMANTIC (WINDHAM CO.)<br>CHRONICLE                                                          |         | 19,200#                |                        |                                               |                        | 19,200                                |                                       |                  |
|                                                                                                 | E       | #                      | 8,772                  | 45.69                                         |                        | 8,772                                 | 10,744                                | 10,536           |
| DELAWARE                                                                                        |         |                        |                        |                                               |                        |                                       |                                       |                  |
| DOVER (KENT CO.)<br>STATE NEWS<br>STATE NEWS                                                    |         | 65,100#                |                        |                                               |                        | 65,100                                |                                       |                  |
|                                                                                                 | M       | #                      | 22,377                 | 34.37                                         |                        | 22,377                                | 24,207                                | 23,846           |
|                                                                                                 | SUN     | #                      | 28,411                 | 43.64                                         |                        | 28,411                                | 31,542                                | 31,441           |
| WILMINGTON (NEW CASTLE CO.)<br>NEWS, JOURNAL<br>NEWS<br>JOURNAL<br>NEWS JOURNAL<br>NEWS JOURNAL |         | 130,800                |                        | 86,000                                        |                        | 216,800                               |                                       |                  |
|                                                                                                 | CMB DLY |                        | 83,306                 | 26,333                                        | 30.62                  | 109,639                               | 120,247*                              | 119,313*         |
|                                                                                                 | M (M-F) |                        | 36,676                 | 18,886                                        | 21.96                  | 55,562                                | 66,130*                               | 63,061*          |
|                                                                                                 | E (M-F) |                        | 46,630                 | 7,447                                         | 8.66                   | 54,077                                | 54,117*                               | 56,252*          |
|                                                                                                 | SAT M   |                        |                        |                                               |                        |                                       |                                       |                  |
|                                                                                                 | & HOLS  |                        | 77,209                 | 25,459                                        | 29.60                  | 102,668                               | 113,558*                              | 111,979*         |
|                                                                                                 | SUN     |                        | 87,434                 | 30,386                                        | 35.33                  | 117,820                               | 130,072*                              | 125,354*         |
| DISTRICT OF COLUMBIA                                                                            |         |                        |                        |                                               |                        |                                       |                                       |                  |
| WASHINGTON<br>OIL DAILY<br>POST<br>POST<br>POST                                                 |         | 1,190,800#             |                        |                                               |                        | 1,190,800                             |                                       |                  |
|                                                                                                 | M (M-F) |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                  |
|                                                                                                 | M (M-F) | #                      | 688,886                | 57.85                                         |                        | 688,886                               | 781,371                               | 771,253          |
|                                                                                                 | SAT M   | #                      | 648,824                | 54.49                                         |                        | 648,824                               | 738,137                               | 730,557          |
|                                                                                                 | SUN     | #                      | 911,634                | 76.56                                         |                        | 911,634                               | 1,091,307                             | 1,065,782        |
| WASHINGTON<br>TIMES<br>USA TODAY                                                                |         | 1,085,900#             |                        |                                               |                        | 1,085,900                             |                                       |                  |
|                                                                                                 | M (M-F) | #                      | 74,570                 | 6.87                                          |                        | 74,570                                | 91,161                                | 83,962           |
|                                                                                                 | M (M-F) |                        |                        |                                               |                        |                                       | 1,168,222                             | 1,162,606        |

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| FLORIDA                                       |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-----------------------------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| BRADENTON (MANATEE CO.)                       |         | 64,800                 |                        | 8,100                                         |                        | 72,900                                |                                       |                                       |
| HERALD                                        | M       |                        | 38,945                 |                                               | 743                    | 39,688                                | 40,288*                               | 37,539*                               |
| HERALD                                        | SUN     |                        | 47,530                 |                                               | 882                    | 48,412                                | 49,328*                               | 45,709*                               |
| CLEARWATER (PINELLAS CO.)                     |         | 145,500#               |                        |                                               |                        | 145,500                               |                                       |                                       |
| SUN                                           | M       | #                      | 26,362                 |                                               |                        | 26,362                                | 27,946*                               | 35,916*                               |
| SUN                                           | SUN     | #                      | 26,920                 |                                               |                        | 26,920                                | 28,776*                               | 37,259*                               |
| COCOA (BREVARD CO.)                           |         | 131,100#               |                        |                                               |                        | 131,100                               |                                       |                                       |
| TODAY                                         | M       | #                      | 65,725                 |                                               |                        | 65,725                                | 68,342                                | 74,054                                |
| TODAY                                         | SUN     | #                      | 85,847                 |                                               |                        | 85,847                                | 89,169                                | 93,059                                |
| DAYTONA BEACH (VOLUSIA CO.)                   |         | 79,800                 |                        | 54,400                                        |                        | 134,200                               |                                       |                                       |
| JOURNAL NEWS                                  | CMB DLY |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| JOURNAL                                       | M       |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| NEWS                                          | E (M-F) |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| NEWS-JOURNAL                                  | SUN     |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| DELAND (VOLUSIA CO.)                          |         | 17,000                 |                        | 9,700                                         |                        | 26,700                                |                                       |                                       |
| SUN NEWS                                      | E (M-F) |                        | 5,592                  |                                               | 3,814                  | 9,406                                 | 9,638                                 | 9,568                                 |
| SUN NEWS                                      | WKND    |                        | 5,982                  |                                               | 4,291                  | 10,273                                | 10,528                                | 10,480                                |
| FORT LAUDERDALE (BROWARD CO.)                 |         | 361,800#               |                        | 59,000                                        |                        | 420,800                               |                                       |                                       |
| SUN-SENTINEL, NEWS                            | CMB DLY | #                      | 171,722                |                                               | 40,028                 | 211,750                               | 232,189                               | 210,703                               |
| SUN-SENTINEL                                  | M (M-F) | #                      | 97,718                 |                                               | 39,418                 | 137,136                               | 155,197                               | 127,043                               |
| NEWS                                          | E (M-F) | #                      | 74,004                 |                                               | 610                    | 74,614                                | 76,992                                | 83,660                                |
| NEWS & SUN-SENTINEL                           | SAT M   | #                      | 164,357                |                                               | 42,829                 | 207,186                               | 227,553                               | 216,015                               |
| NEWS & SUN-SENTINEL                           | SUN     | #                      | 213,205                |                                               | 47,192                 | 260,397                               | 288,916                               | 267,793                               |
| FORT MYERS (LEE CO.)                          |         | 106,500#               |                        |                                               |                        | 106,500                               |                                       |                                       |
| NEWS-PRESS                                    | M       | #                      | 69,850                 |                                               |                        | 69,850                                | 82,400                                | 80,272                                |
| NEWS-PRESS                                    | SUN     | #                      | 84,332                 |                                               |                        | 84,332                                | 101,128                               | 96,364                                |
| FORT PIERCE-PORT ST. LUCIE<br>(ST. LUCIE CO.) |         | 43,200#                |                        |                                               |                        | 43,200                                |                                       |                                       |
| NEWS TRIBUNE                                  | M       | #                      | 20,979                 |                                               |                        | 20,979                                | 21,683                                | 20,489                                |
| NEWS TRIBUNE                                  | SUN     | #                      | 23,177                 |                                               |                        | 23,177                                | 24,174                                | 22,804                                |
| FORT WALTON BEACH<br>(OKALOOSA CO.)           |         | 37,000                 |                        | 9,100                                         |                        | 46,100                                |                                       |                                       |
| PLAYGROUND NEWS                               | M       |                        | 23,863                 |                                               | 3,690                  | 27,553                                | 30,116*                               | 30,237*                               |
| PLAYGROUND NEWS                               | SUN     |                        | 26,571                 |                                               | 4,139                  | 30,710                                | 34,037*                               | 33,760*                               |

| FLORIDA                   |          | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|---------------------------|----------|---------------|-------------|------------------------|----------------|-------------|------------------------|----------------------------------|---------------------------------------|---------------------------------------|
| GAINESVILLE (ALACHUA CO.) |          | 29,200        |             |                        | 58,200         |             |                        | 87,400                           |                                       |                                       |
| SUN                       | M        |               | 26,640      | 91.23                  |                | 21,761      | 37.39                  | 48,401                           | 52,704                                | 51,529                                |
| SUN                       | SUN      |               | 25,800      | 88.36                  |                | 22,663      | 38.94                  | 48,463                           | 53,646                                | 53,637                                |
| HOLLYWOOD (BROWARD CO.)   |          | 78,200        |             |                        | 77,200         |             |                        | 155,400                          |                                       |                                       |
| SUN-TATTLER               | M        |               | 22,299      | 28.52                  |                | 11,425      | 14.80                  | 33,724                           | 34,277                                | 34,094                                |
| HOMESTEAD (DADE CO.)      |          | 25,800#       |             |                        | 35,900         |             |                        | 61,700                           |                                       |                                       |
| SOUTH NEWS LEADER         | E (M-F)  | #             | 8,960       | 34.73                  |                | 1,998       | 5.57                   | 10,958                           | 11,614                                | 11,023                                |
| JACKSONVILLE (DUVAL CO.)  |          | 247,300       |             |                        | 65,000         |             |                        | 312,300                          |                                       |                                       |
| TIMES-UNION, JOURNAL      | CMB DLY  |               | 166,861     | 67.47                  |                | 17,328      | 26.66                  | 184,189                          | 204,798                               | 204,029                               |
| TIMES-UNION               | M (M-F)  |               | 124,846     | 50.48                  |                | 16,752      | 25.77                  | 141,598                          | 162,105                               | 162,011                               |
| JOURNAL                   | E (M-F)  |               | 42,015      | 16.99                  |                | 576         | 0.89                   | 42,591                           | 42,693                                | 42,018                                |
| TIMES-UNION/JOURNAL       | SAT M    |               | 142,651     | 57.68                  |                | 18,150      | 27.92                  | 160,801                          | 181,758                               | 179,619                               |
| TIMES-UNION/JOURNAL       | SUN      |               | 168,632     | 68.19                  |                | 26,811      | 41.25                  | 195,443                          | 224,785                               | 218,919                               |
| KEY WEST (MONROE CO.)     |          | 10,400        |             |                        | 19,900         |             |                        | 30,300                           |                                       |                                       |
| CITIZEN                   | E (M-F)  |               | 5,627       | 54.11                  |                | 1,252       | 6.29                   | 6,879                            | 7,349                                 | 7,139                                 |
| CITIZEN                   | SUN      |               | 6,744       | 64.85                  |                | 1,758       | 8.83                   | 8,502                            | 9,121                                 | 8,559                                 |
| LAKE CITY (COLUMBIA CO.)  |          | 3,600         |             |                        | 10,400         |             |                        | 14,000                           |                                       |                                       |
| REPORTER                  | E (M-F)  |               | 4,024       | 111.78                 |                | 4,661       | 44.82                  | 8,685                            | 9,559                                 | 9,347                                 |
| LAKELAND (POLK CO.)       |          | 49,900        |             |                        | 81,000         |             |                        | 130,900                          |                                       |                                       |
| LEDGER                    | M        |               | 39,970      | 80.10                  |                | 31,190      | 38.51                  | 71,160                           | 73,573*                               | 71,717*                               |
| LEDGER                    | SUN      |               | 48,958      | 98.11                  |                | 39,994      | 49.38                  | 88,952                           | 92,368*                               | 87,361*                               |
| LEESBURG (LAKE CO.)       |          | 5,500         |             |                        | 55,400         |             |                        | 60,900                           |                                       |                                       |
| COMMERCIAL                | E (M-F)  |               | 4,474       | 81.35                  |                | 17,416      | 31.44                  | 21,890                           | 22,050*                               | 19,475*                               |
| COMMERCIAL                | SUN      |               | 4,978       | 90.51                  |                | 19,552      | 35.29                  | 24,530                           | 24,763*                               | 21,704*                               |
| MARIANNA (JACKSON CO.)    |          | 2,700         |             |                        | 11,500         |             |                        | 14,200                           |                                       |                                       |
| FLORIDAN                  | E (TU-F) |               | 1,773       | 65.67                  |                | 2,733       | 23.77                  | 4,506                            | 4,626                                 | 4,639*                                |
| FLORIDAN                  | SUN      |               | 2,032       | 75.26                  |                | 3,059       | 26.60                  | 5,091                            | 5,211                                 | 5,205*                                |
| MIAMI (DADE CO.)          |          | 651,000       |             |                        | 508,600        |             |                        | 1,159,600                        |                                       |                                       |
| HERALD, NEWS              | CMB DLY  |               | 318,782     | 48.97                  |                | 119,243     | 23.45                  | 438,025                          | 517,146                               | 525,031                               |
| HERALD                    | M        |               | 265,613     | 40.80                  |                | 114,144     | 22.44                  | 379,757                          | 458,759                               | 464,745                               |
| NEWS                      | E        |               | 53,169      | 8.17                   |                | 5,099       | 1.00                   | 58,268                           | 58,387                                | 60,286                                |
| HERALD                    | SUN      |               | 328,852     | 50.51                  |                | 137,031     | 26.94                  | 465,883                          | 559,758                               | 559,886                               |
| NAPLES (COLLIER CO.)      |          | 26,300        |             |                        | 17,500         |             |                        | 43,800                           |                                       |                                       |
| NEWS                      | E (M-F)  |               | 21,950      | 83.46                  |                | 9,916       | 56.66                  | 31,866                           | 32,568                                | 30,736                                |
| NEWS                      | SUN      |               | 26,787      | 101.85                 |                | 13,354      | 76.31                  | 40,141                           | 41,962                                | 39,131                                |

@CITY OF PUBLICATION  
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| FLORIDA                       |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| OCALA (MARION CO.)            |         | 16,300                 |                        | 45,200                  |                        | 61,500                                |                                       |                                       |
| STAR-BANNER                   | E       |                        | 14,048                 |                         | 24,464                 | 38,512                                | 42,046*                               | 41,513*                               |
| STAR-BANNER                   | SUN     |                        | 15,417                 |                         | 28,661                 | 44,078                                | 48,095*                               | 46,394*                               |
| ORLANDO (ORANGE CO.)          |         | 241,000#               |                        | 144,400                 |                        | 385,400                               |                                       |                                       |
| SENTINEL                      | ALL DAY | #                      | 150,976                |                         | 66,969                 | 217,945                               | 263,865                               | 245,194                               |
| SENTINEL                      | (M-F)   | #                      | 144,360                |                         | 65,646                 | 210,006                               | 254,090                               | 236,288                               |
| SENTINEL                      | SAT M   | #                      | 192,626                |                         | 86,469                 | 279,095                               | 330,251                               | 309,078                               |
| SENTINEL                      | SUN     | #                      |                        |                         |                        |                                       |                                       |                                       |
| PALATKA (PUTNAM CO.)          |         | 3,900                  |                        | 17,600                  |                        | 21,500                                |                                       |                                       |
| NEWS                          | E (M-F) |                        | 3,743                  |                         | 9,730                  | 13,473                                | 13,715                                | 13,366                                |
| PANAMA CITY (BAY CO.)         |         | 30,700                 |                        | 31,400                  |                        | 62,100                                |                                       |                                       |
| NEWS-HERALD                   | M       |                        | 25,635                 |                         | 8,274                  | 33,909                                | 34,604*                               | 33,223*                               |
| NEWS-HERALD                   | SUN     |                        | 28,914                 |                         | 9,890                  | 38,804                                | 39,861*                               | 38,352*                               |
| PENSACOLA (ESCAMBIA CO.)      |         | 79,900                 |                        | 121,900                 |                        | 201,800                               |                                       |                                       |
| NEWS-JOURNAL                  | M       |                        | 41,102                 |                         | 15,698                 | 56,800                                | 57,195*                               | 55,493*                               |
| NEWS-JOURNAL                  | SUN     |                        | 52,241                 |                         | 20,669                 | 72,910                                | 73,573*                               | 72,411*                               |
| PUNIA GORDA (CHARLOTTE CO.)   |         | 21,800                 |                        | 20,400                  |                        | 42,200                                |                                       |                                       |
| HERALD-NEWS                   | E       |                        | 7,107                  |                         | 69                     | 7,176                                 | 7,295                                 | 7,772                                 |
| ST. AUGUSTINE (ST. JOHNS CO.) |         | 20,200#                |                        |                         |                        | 20,200                                |                                       |                                       |
| RECORD                        | E       | #                      | 12,407                 |                         |                        | 12,407                                | 12,874                                | 12,108                                |
| ST. PETERSBURG (PINELLAS CO.) |         | 447,300#               |                        |                         |                        | 447,300                               |                                       |                                       |
| TIMES, INDEPENDENT            | CMB DLY | #                      | 334,662                |                         |                        | 334,662                               | 355,696*                              | 325,785                               |
| TIMES                         | M       | #                      | 294,759                |                         |                        | 294,759                               | 315,698*                              | 287,700                               |
| INDEPENDENT                   | E       | #                      | 39,903                 |                         |                        | 39,903                                | 39,998*                               | 38,085                                |
| TIMES                         | SUN     | #                      | 376,623                |                         |                        | 376,623                               | 408,095*                              | 370,283                               |
| SARASOTA (SARASOTA CO.)       |         | 108,900#               |                        |                         |                        | 108,900                               |                                       |                                       |
| HERALD-TRIBUNE                | M       | #                      | 86,296                 |                         |                        | 86,296                                | 121,141*                              | 119,276*                              |
| HERALD-TRIBUNE                | SUN     | #                      | 101,418                |                         |                        | 101,418                               | 145,326*                              | 140,961*                              |
| STUART (MARTIN CO.)           |         | 33,700#                |                        |                         |                        | 33,700                                |                                       |                                       |
| NEWS                          | M       | #                      | 18,559                 |                         |                        | 18,559                                | 21,600                                | 21,196                                |
| NEWS                          | SUN     | #                      | 19,905                 |                         |                        | 19,905                                | 23,813                                | 22,818                                |
| TALLAHASSEE (LEON CO.)        |         | 62,900#                |                        | 33,800                  |                        | 96,700                                |                                       |                                       |
| DEMOCRAT                      | M       | #                      | 38,943                 |                         | 9,854                  | 48,797                                | 54,191                                | 54,323                                |
| DEMOCRAT                      | SUN     | #                      | 44,483                 |                         | 13,455                 | 57,938                                | 66,387                                | 64,570                                |

|                                     |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| FLORIDA                             |         |                        |                        |                         |                        |                                       |                                       |                  |
| TAMPA (HILLSBOROUGH CO.)            |         | 179,400                |                        | 855,700                 |                        | 1,035,100                             |                                       |                  |
| TRIBUNE                             | ALL DAY |                        | 111,168                | 61.97                   | 108,824                | 12.72                                 | 219,992                               | 228,708          |
| TRIBUNE                             | SUN     |                        | 152,624                | 85.07                   | 142,100                | 16.61                                 | 294,724                               | 297,802          |
| VERO BEACH (INDIAN RIVER CO.)       |         | 30,600#                |                        |                         |                        | 30,600                                |                                       |                  |
| PRESS-JOURNAL                       | M       | #                      | 21,168                 | 69.18                   |                        | 21,168                                | 23,272                                | 21,894           |
| PRESS-JOURNAL                       | SUN     | #                      | 21,469                 | 70.16                   |                        | 21,469                                | 24,199                                | 22,943           |
| WEST PALM BEACH<br>(PALM BEACH CO.) |         | 188,000                |                        | 144,500                 |                        | 332,500                               |                                       |                  |
| POST, TIMES                         | CMB DLY |                        | 104,863                | 55.78                   | 33,809                 | 23.40                                 | 138,672                               | 145,554          |
| POST                                | M (M-F) |                        | 86,839                 | 46.19                   | 27,124                 | 18.77                                 | 113,963                               | 119,162          |
| TIMES                               | E (M-F) |                        | 18,024                 | 9.59                    | 6,685                  | 4.63                                  | 24,709                                | 26,392           |
| POST                                | SAT M   |                        | 100,274                | 53.34                   | 32,125                 | 22.23                                 | 132,399                               | 138,880          |
| POST                                | SUN     |                        | 132,487                | 70.47                   | 44,199                 | 30.59                                 | 176,686                               | 187,121          |
| WINTER HAVEN (POLK CO.)             |         | 29,300#                |                        |                         |                        | 29,300                                |                                       |                  |
| NEWS CHIEF                          | E       | #                      | 12,659                 | 43.20                   |                        | 12,659                                | 15,884                                | 15,350           |
| NEWS CHIEF                          | SUN     | #                      | 12,885                 | 43.98                   |                        | 12,885                                | 16,317                                | 15,708           |
| GEORGIA                             |         |                        |                        |                         |                        |                                       |                                       |                  |
| ALBANY (DOUGHERTY CO.)              |         | 31,300                 |                        | 70,000                  |                        | 101,300                               |                                       |                  |
| HERALD                              | E       |                        | 21,416                 | 68.42                   | 14,654                 | 20.93                                 | 36,070                                | 37,937           |
| HERALD                              | SUN     |                        | 23,132                 | 73.90                   | 17,555                 | 25.08                                 | 40,687                                | 43,835           |
| AMERICUS (SUMTER CO.)               |         | 5,500                  |                        | 5,400                   |                        | 10,900                                |                                       |                  |
| TIMES-RECORDER                      | E       |                        | 3,817                  | 69.40                   | 2,877                  | 53.28                                 | 6,694                                 | 7,137            |
| ATHENS (CLARKE CO.)                 |         | 15,800                 |                        | 37,600                  |                        | 53,400                                |                                       |                  |
| NEWS, BANNER-HERALD                 | CMB DLY |                        | 7,843                  | 49.64                   | 10,943                 | 29.10                                 | 18,786                                | 22,530           |
| NEWS                                | M (M-F) |                        | 2,962                  | 18.75                   | 3,933                  | 10.46                                 | 6,895                                 | 10,105           |
| BANNER-HERALD                       | E (M-F) |                        | 4,881                  | 30.89                   | 7,010                  | 18.64                                 | 11,891                                | 12,425           |
| BANNER-HERALD/NEWS                  | SAT M   |                        | 6,091                  | 38.55                   | 10,131                 | 26.94                                 | 16,222                                | 19,870           |
| BANNER-HERALD/NEWS                  | SUN     |                        | 8,098                  | 51.25                   | 14,392                 | 38.28                                 | 22,490                                | 26,929           |
| ATLANTA (FULTON CO.)                |         | 613,400                |                        | 592,600                 |                        | 1,206,000                             |                                       |                  |
| CONSTITUTION, JOURNAL               | CMB DLY |                        | 293,244                | 47.81                   | 114,911                | 19.39                                 | 408,155                               | 438,858          |
| CONSTITUTION                        | M (M-F) |                        | 166,572                | 27.16                   | 58,513                 | 9.87                                  | 225,085                               | 251,042          |
| JOURNAL                             | E (M-F) |                        | 126,672                | 20.65                   | 56,398                 | 9.52                                  | 183,070                               | 187,816          |
| JOURNAL & CONSTITUTION              | SAT M   |                        | 319,182                | 52.03                   | 139,111                | 23.47                                 | 458,293                               | 486,886          |
| JOURNAL & CONSTITUTION              | SUN     |                        | 379,933                | 61.94                   | 179,774                | 30.34                                 | 559,707                               | 614,578          |

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| GEORGIA                           |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-----------------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| AUGUSTA (RICHMOND CO.)            |         | 80,700                 |                        | 117,300                                       |                        | 198,000                               |                                       |                  |
| CHRONICLE, HERALD                 | CMB DLY | 54,427                 | 67.44                  | 25,597                                        | 21.82                  | 80,024                                | 81,341                                | 79,414           |
| CHRONICLE                         | M (M-F) | 38,740                 | 48.00                  | 23,016                                        | 19.62                  | 61,756                                | 63,032                                | 61,323           |
| HERALD                            | E (M-F) | 15,687                 | 19.44                  | 2,581                                         | 2.20                   | 18,268                                | 18,309                                | 18,091           |
| CHRONICLE-HERALD                  | SAT M   | 57,867                 | 71.71                  | 28,791                                        | 24.54                  | 86,658                                | 88,103                                | 86,204           |
| CHRONICLE-HERALD                  | SUN     | 55,555                 | 68.84                  | 28,675                                        | 24.45                  | 84,230                                | 85,781                                | 85,221           |
| COLUMBUS (MUSCOGEE CO.)           |         | 73,000                 |                        | 103,600                                       |                        | 176,600                               |                                       |                  |
| ENQUIRER, LEDGER                  | CMB DLY | 46,609                 | 63.85                  | 14,003                                        | 13.52                  | 60,612                                | 61,737                                | 60,561           |
| ENQUIRER                          | M (M-F) | 23,490                 | 32.18                  | 11,078                                        | 10.69                  | 34,568                                | 35,642                                | 34,637           |
| LEDGER                            | E (M-F) | 23,119                 | 31.67                  | 2,925                                         | 2.82                   | 26,044                                | 26,095                                | 25,924           |
|                                   | SAT M   |                        |                        |                                               |                        |                                       |                                       |                  |
| ENQUIRER & LEDGER                 | & HOLS  | 42,196                 | 57.80                  | 13,964                                        | 13.48                  | 56,160                                | 57,241                                | 55,886           |
| LEDGER-ENQUIRER                   | SUN     | 50,515                 | 69.20                  | 16,838                                        | 16.25                  | 67,353                                | 68,372                                | 67,651           |
| DALTON (WHITFIELD CO.)            |         | 8,000                  |                        | 22,900                                        |                        | 30,900                                |                                       |                  |
| CITIZEN-NEWS                      | E       | 5,493                  | 7.52                   | 6,690                                         | 29.21                  | 12,183                                | 12,380                                | 12,702           |
| DUBLIN (LAURENS CO.)              |         | 21,100#                |                        |                                               |                        | 21,100                                |                                       |                  |
| COURIER HERALD                    | E       | #                      |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                  |
| GAINESVILLE (HALL CO.)            |         | 29,300#                |                        | 33,200                                        |                        | 62,500                                |                                       |                  |
| TIMES                             | E (M-F) | #                      | 15,241                 | 5,798                                         | 17.46                  | 21,039                                | 21,165                                | 20,996           |
| TIMES                             | SUN     | #                      | 16,111                 | 6,046                                         | 18.21                  | 22,157                                | 22,341                                | 22,575           |
| GRIFFIN (SPALDING CO.)            |         | 8,000                  |                        | 9,300                                         |                        | 17,300                                |                                       |                  |
| NEWS                              | E       | 5,637                  | 70.46                  | 4,878                                         | 52.45                  | 10,515                                | 12,467                                | 12,481           |
| GWINNETT CO. (LAWRENCEVILLE P.O.) |         | 80,300#                |                        |                                               |                        | 80,300                                |                                       |                  |
| NEWS                              | E       | #                      | 27,001                 |                                               |                        | 27,001                                | 27,320*                               | 25,894*          |
| NEWS                              | SUN     | #                      | 30,073                 |                                               |                        | 30,073                                | 30,432*                               | 28,192*          |
| MACON (BIBB CO.)                  |         | 49,200                 |                        | 151,200                                       |                        | 200,400                               |                                       |                  |
| TELEGRAPH & NEWS                  | M       | 34,454                 | 70.03                  | 34,814                                        | 23.03                  | 69,268                                | 71,921                                | 70,816           |
| TELEGRAPH & NEWS                  | SUN     | 40,992                 | 83.32                  | 51,680                                        | 34.18                  | 92,672                                | 96,623                                | 93,519           |
| MARIETTA (COBB CO.)               |         | 133,400#               |                        |                                               |                        | 133,400                               |                                       |                  |
| JOURNAL                           | E       | #                      | 25,549                 |                                               |                        | 25,549                                | 26,277*                               | 23,428*          |
| JOURNAL                           | SUN     | #                      | 26,897                 |                                               |                        | 26,897                                | 27,590*                               | 24,364*          |
| MOULTRIE (COLQUITT CO.)           |         | 12,700#                |                        |                                               |                        | 12,700                                |                                       |                  |
| OBSERVER                          | E       | #                      | 7,227                  | 56.91                                         |                        | 7,227                                 | 7,384                                 | 8,034            |

|                             |                 | CZ       | OR | NDM     | RATIO |                                               |    | RATIO  | TOTAL |         | NDM     | OR | TOTAL CIRCULATION |         |
|-----------------------------|-----------------|----------|----|---------|-------|-----------------------------------------------|----|--------|-------|---------|---------|----|-------------------|---------|
| GEORGIA                     |                 | OH'S     |    | CIRC    | CIRC/ | RTZ                                           | OR | NDM    | CIRC/ | CZ &    |         |    | AS OF             | AS OF   |
|                             |                 |          |    |         | OH'S  | OH'S                                          |    | CIRC   | OH'S  | OH'S    | CIRC    |    | 3/31/86           | 3/31/85 |
| SAVANNAH (CHATHAM CO.)      |                 | 67,600   |    |         |       | 188,900                                       |    |        |       | 256,500 |         |    |                   |         |
| NLWS, PRESS                 | CMB DLY         |          |    | 48,067  | 71.11 |                                               |    | 27,340 | 14.47 |         | 75,407  |    | 76,677            | 77,099  |
| NLWS                        | M               |          |    | 30,322  | 44.86 |                                               |    | 24,540 | 12.99 |         | 54,862  |    | 56,066            | 56,300  |
| PRESS                       | E               |          |    | 17,745  | 26.25 |                                               |    | 2,800  | 1.48  |         | 20,545  |    | 20,611            | 20,799  |
| NEWS                        | SUN             |          |    | 41,282  | 61.07 |                                               |    | 31,722 | 16.79 |         | 73,004  |    | 74,213            | 73,532  |
| STATESBORO (BULLOCH CO.)    |                 | 11,800#  |    |         |       |                                               |    |        |       | 11,800  |         |    |                   |         |
| HERALD                      | M               | #        |    | 6,361   | 53.91 |                                               |    |        |       |         | 6,361   |    | 6,788             | 6,382   |
| HERALD                      | SUN             | #        |    | 6,187   | 52.43 |                                               |    |        |       |         | 6,187   |    | 6,582             | 6,263   |
| THOMASVILLE (THOMAS CO.)    |                 | 6,500    |    |         |       | 13,600                                        |    |        |       | 20,100  |         |    |                   |         |
| TIMES-ENTERPRISE            | E (M-F)         |          |    | 5,069   | 77.98 |                                               |    | 5,891  | 43.32 |         | 10,960  |    | 11,358*           | 11,122* |
| TIMES-ENTERPRISE            | SAT M           |          |    | 4,768   | 73.35 |                                               |    | 5,871  | 43.17 |         | 10,639  |    | 11,037*           | 10,920* |
| VALDOSTA (LOWNDES CO.)      |                 | 13,600   |    |         |       | 34,800                                        |    |        |       | 48,400  |         |    |                   |         |
| TIMES                       | E               |          |    | 8,225   | 60.48 |                                               |    | 9,358  | 26.89 |         | 17,583  |    | 17,739            | 16,832  |
| TIMES                       | SUN             |          |    | 7,995   | 58.79 |                                               |    | 9,756  | 28.03 |         | 17,751  |    | 17,905            | 16,944  |
| WARNER ROBINS (HOUSTON CO.) |                 | 22,900#  |    |         |       | 4,200                                         |    |        |       | 27,100  |         |    |                   |         |
| SUN                         | E (M-F)         | #        |    | 9,926   | 43.34 |                                               |    | 438    | 10.43 |         | 10,364  |    | 10,448*           | 10,230* |
| SUN                         | SUN             | #        |    | 10,991  | 48.00 |                                               |    | 503    | 11.98 |         | 11,494  |    | 11,578*           | 11,266* |
| HAWAII                      |                 |          |    |         |       |                                               |    |        |       |         |         |    |                   |         |
| HILO (HAWAII CO.)           |                 | 23,800#  |    |         |       |                                               |    |        |       | 23,800  |         |    |                   |         |
| TRIBUNE-HERALD              | E (M-F)         | #        |    | 17,353  | 72.91 |                                               |    |        |       |         | 17,353  |    | 20,169            | 20,020  |
| TRIBUNE-HERALD              | SUN             | #        |    | 19,150  | 80.46 |                                               |    |        |       |         | 19,150  |    | 22,936            | 22,973  |
| HONOLULU (HONOLULU CO.)     |                 | 253,800# |    |         |       |                                               |    |        |       | 253,800 |         |    |                   |         |
| ADVERTISER, STAR-BULLETIN   | CMB DLY         | #        |    | 172,052 | 67.79 |                                               |    |        |       |         | 172,052 |    | 189,026           | 198,295 |
| ADVERTISER                  | M               | #        |    | 73,562  | 28.98 |                                               |    |        |       |         | 73,562  |    | 86,875            | 88,963  |
| STAR-BULLETIN               | E               | #        |    | 98,490  | 38.81 |                                               |    |        |       |         | 98,490  |    | 102,151           | 109,332 |
| STAR-BULLETIN & ADVERTISER  | SUN             | #        |    | 179,928 | 70.89 |                                               |    |        |       |         | 179,928 |    | 197,887           | 199,340 |
| KAILUA-KONA (HAWAII CO.)    |                 | 10,500#  |    |         |       |                                               |    |        |       | 10,500  |         |    |                   |         |
| WEST TODAY                  | M (M-F)         | #        |    |         |       | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |    |        |       |         |         |    |                   |         |
| WEST TODAY                  | SUN             | #        |    |         |       | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |    |        |       |         |         |    |                   |         |
| LIHUE (KAUAI CO.)           |                 | 13,700#  |    |         |       |                                               |    |        |       | 13,700  |         |    |                   |         |
| GARDEN ISLAND               | E (M, T, W & F) | #        |    | 9,031   | 65.92 |                                               |    |        |       |         | 9,031   |    | 9,453             | 9,426   |
| GARDEN ISLAND               | SUN             | #        |    | 8,423   | 61.48 |                                               |    |        |       |         | 8,423   |    | 8,844             | 8,793   |

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|                                              |         | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RIZ OR<br>OH'S                                | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|----------------------------------------------|---------|---------------|-------------|------------------------|-----------------------------------------------|-------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| HAWAII                                       |         |               |             |                        |                                               |             |                        |                                       |                                       |                  |
| WAILUKU (MAUI CO.)                           |         | 8,700         |             |                        | 18,300                                        |             |                        | 27,000                                |                                       |                  |
| NEWS                                         | E (M-F) |               | 6,081       | 69.90                  |                                               | 9,124       | 49.86                  |                                       | 15,205                                | 15,767           |
| NEWS                                         | SUN     |               | 5,401       | 62.08                  |                                               | 9,717       | 53.10                  |                                       | 15,118                                | 16,375           |
|                                              |         |               |             |                        |                                               |             |                        |                                       | 15,118                                | 14,986           |
| IDAHO                                        |         |               |             |                        |                                               |             |                        |                                       |                                       |                  |
| BOISE (ADA CO.)                              |         | 64,700        |             |                        | 74,100                                        |             |                        | 138,800                               |                                       |                  |
| STATSMAN                                     | M       |               | 35,129      | 54.30                  |                                               | 17,957      | 24.23                  |                                       | 53,086                                | 54,957           |
| STATSMAN                                     | SUN     |               | 43,315      | 66.95                  |                                               | 25,365      | 34.23                  |                                       | 68,680                                | 70,534           |
| IDAHO FALLS (BONNEVILLE CO.)                 |         | 14,800        |             |                        | 25,600                                        |             |                        | 40,400                                |                                       |                  |
| POST-REGISTER                                | E (M-F) |               | 11,591      | 78.32                  |                                               | 10,430      | 40.74                  |                                       | 22,021                                | 24,300           |
| POST-REGISTER                                | SUN     |               | 11,821      | 79.87                  |                                               | 10,554      | 41.23                  |                                       | 22,375                                | 24,877           |
|                                              |         |               |             |                        |                                               |             |                        |                                       | 24,857                                | 25,690           |
| NAMPA-CALDWELL (CANYON CO.)                  |         | 21,700#       |             |                        | 9,900                                         |             |                        | 31,600                                |                                       |                  |
| PRESS-TRIBUNE                                | E (M-F) | #             | 12,799      | 58.98                  |                                               | 4,376       | 44.20                  |                                       | 17,175                                | 17,797           |
| PRESS-TRIBUNE                                | SUN     | #             | 13,239      | 61.01                  |                                               | 4,562       | 46.08                  |                                       | 17,801                                | 18,429           |
|                                              |         |               |             |                        |                                               |             |                        |                                       | 18,515                                | 18,515           |
| POCAHONTO (BANNOCK CO.)                      |         | 20,000        |             |                        | 23,900                                        |             |                        | 43,900                                |                                       |                  |
| STATE JOURNAL                                | E (M-F) |               | 12,953      | 64.77                  |                                               | 6,484       | 27.13                  |                                       | 19,437                                | 19,646           |
| JOURNAL                                      | SUN     |               | 13,406      | 67.03                  |                                               | 7,161       | 29.96                  |                                       | 20,567                                | 20,834           |
|                                              |         |               |             |                        |                                               |             |                        |                                       | 20,834                                | 20,070           |
| TWIN FALLS (TWIN FALLS CO.)                  |         | 11,900        |             |                        | 36,900                                        |             |                        | 48,800                                |                                       |                  |
| TIMES-NEWS                                   | M       |               | 6,640       | 55.80                  |                                               | 13,101      | 35.50                  |                                       | 19,741                                | 20,236           |
| TIMES-NEWS                                   | SUN     |               | 6,976       | 58.62                  |                                               | 14,065      | 38.12                  |                                       | 21,041                                | 20,844           |
|                                              |         |               |             |                        |                                               |             |                        |                                       | 21,569                                | 21,701           |
| ILLINOIS                                     |         |               |             |                        |                                               |             |                        |                                       |                                       |                  |
| ALTON-EAST ALTON-WOOD RIVER<br>(MADISON CO.) |         | 34,900        |             |                        | 39,000                                        |             |                        | 73,900                                |                                       |                  |
| TELEGRAPH                                    | E       |               |             |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |             |                        |                                       |                                       |                  |
| AURORA (KANE CO.)                            |         | 39,100        |             |                        | 85,400                                        |             |                        | 124,500                               |                                       |                  |
| BEACON-NEWS                                  | E       |               | 24,894      | 63.67                  |                                               | 14,942      | 17.50                  |                                       | 39,836                                | 40,188           |
| BEACON-NEWS                                  | SUN     |               | 26,264      | 67.17                  |                                               | 16,328      | 19.12                  |                                       | 42,592                                | 42,944           |
|                                              |         |               |             |                        |                                               |             |                        |                                       | 42,944                                | 40,451           |
| BELLEVILLE (ST. CLAIR CO.)                   |         | 45,100#       |             |                        |                                               |             |                        | 45,100                                |                                       |                  |
| NEWS-DEMOCRAT                                | M       | #             | 26,124      | 57.92                  |                                               |             |                        |                                       | 26,124                                | 42,225           |
| NEWS-DEMOCRAT                                | SUN     | #             | 31,120      | 69.00                  |                                               |             |                        |                                       | 31,120                                | 50,332           |
|                                              |         |               |             |                        |                                               |             |                        |                                       | 52,211                                | 50,332           |

|                                                                                                                |          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|----------------------------------------------------------------------------------------------------------------|----------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| ILLINOIS                                                                                                       |          |                        |                        |                         |                        |                                       |                                       |                  |
| BLOOMINGTON-NORMAL<br>(MCLEAN CO.)                                                                             |          | 32,600                 |                        | 53,700                  |                        | 86,300                                |                                       |                  |
| PANTAGRAPH                                                                                                     | M        |                        | 23,415                 | 24,518                  | 45.66                  | 47,933                                | 53,057                                | 52,941           |
| PANTAGRAPH                                                                                                     | SUN      |                        | 24,586                 | 26,707                  | 49.73                  | 51,293                                | 56,865                                | 56,104           |
| CANTON (FULTON CO.)                                                                                            |          | 6,100                  |                        | 12,000                  |                        | 18,100                                |                                       |                  |
| LEDGER                                                                                                         | E        |                        | 3,926                  | 2,918                   | 24.32                  | 6,844                                 | 7,319                                 | 7,836            |
| CARBONDALE (JACKSON CO.)-<br>HERRIN (WILLIAMSON CO.)-<br>MARION (WILLIAMSON CO.)-<br>MURPHYSBORO (JACKSON CO.) |          | 94,200#                |                        |                         |                        | 94,200                                |                                       |                  |
| SOUTHERN ILLINOISAN                                                                                            | M        | #                      | 27,277                 |                         |                        | 27,277                                | 28,265                                | 29,475           |
| SOUTHERN ILLINOISAN                                                                                            | SUN      | #                      | 33,164                 |                         |                        | 33,164                                | 34,590                                | 36,507           |
| CENTRALIA-CENTRAL CITY-WAMAC<br>(MARION CO.)                                                                   |          | 8,800                  |                        | 34,600                  |                        | 43,400                                |                                       |                  |
| SENTINEL                                                                                                       | E (M-F)  |                        | 5,982                  | 10,177                  | 29.41                  | 16,159                                | 16,869                                | 17,212           |
| SENTINEL                                                                                                       | SUN      |                        | 6,256                  | 10,846                  | 31.35                  | 17,102                                | 17,919                                | 18,251           |
| CHAMPAIGN-URBANA<br>(CHAMPAIGN CO.)                                                                            |          | 36,800#                |                        | 55,300                  |                        | 92,100                                |                                       |                  |
| NEWS-GAZETTE                                                                                                   | E (M-F)  | #                      | 25,435                 | 18,620                  | 33.67                  | 44,055                                | 45,988                                | 47,164           |
| NEWS-GAZETTE                                                                                                   | SAT M    | #                      | 25,319                 | 18,847                  | 34.08                  | 44,166                                | 46,131                                | 47,082           |
| NEWS-GAZETTE                                                                                                   | SUN      | #                      | 27,426                 | 21,089                  | 38.14                  | 48,515                                | 51,424                                | 52,012           |
| CHARLESTON (COLES CO.)                                                                                         |          | 6,200#                 |                        | 9,500                   |                        | 15,700                                |                                       |                  |
| TIMES-COURIER                                                                                                  | M        | #                      | 4,088                  | 2,836                   | 29.85                  | 6,924                                 | 7,360                                 | 7,308            |
| CHICAGO (COOK CO.)                                                                                             |          | 1,109,500#             |                        | 1,682,400               |                        | 2,791,900                             |                                       |                  |
| RACING FORM                                                                                                    | MON M    |                        |                        |                         |                        |                                       | 11,981                                | 12,338           |
| RACING FORM                                                                                                    | M (TU-F) |                        |                        |                         |                        |                                       | 18,191                                | 18,639           |
| RACING FORM                                                                                                    | SAT M    |                        |                        |                         |                        |                                       | 31,307                                | 31,342           |
| RACING FORM                                                                                                    | SUN      |                        |                        |                         |                        |                                       | 15,788                                | 16,953           |
| SUN-TIMES                                                                                                      | M (M-F)  | #                      | 354,867                | 264,110                 | 15.70                  | 618,977                               | 631,808                               | 639,187          |
| SUN-TIMES                                                                                                      | SAT M    | #                      | 222,999                | 189,984                 | 11.29                  | 412,983                               | 424,591                               | 443,499          |
| SUN-TIMES                                                                                                      | SUN      | #                      | 332,050                | 314,206                 | 18.68                  | 646,256                               | 663,616                               | 690,904          |
| TRIBUNE                                                                                                        | M (M-F)  | #                      | 246,639                | 425,067                 | 25.27                  | 671,706                               | 760,031                               |                  |
| TRIBUNE                                                                                                        | SAT M    | #                      | 159,884                | 371,202                 | 22.06                  | 531,086                               | 610,939                               |                  |
| TRIBUNE                                                                                                        | SUN      | #                      | 345,451                | 686,346                 | 40.80                  | 1,031,797                             | 1,163,083                             |                  |

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| ILLINOIS                                                                    |                | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                  | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86                                                                    | AS OF<br>3/31/85 |                  |
|-----------------------------------------------------------------------------|----------------|------------------------|------------------------|-------------------------|---------------------------------------------------------|---------------------------------------|----------------------------------------------------------------------------------------------------------|------------------|------------------|
| CHICAGO (COOK CO.)<br>(ARLINGTON HEIGHTS P.O.)<br>HERALD<br>HERALD          | M<br>SUN       | 224,700#<br>#          | 70,631<br>69,810       | 31.43<br>31.07          |                                                         | 224,700<br>70,631<br>69,810           | 73,019<br>72,082                                                                                         | 68,941<br>67,596 |                  |
| CRYSTAL LAKE (McHENRY CO.)<br>HERALD                                        | M (M-F)        | 7,200#<br>#            |                        |                         | 68,600<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | 75,800                                |                                                                                                          |                  |                  |
| DANVILLE (VERMILION CO.)<br>COMMERCIAL-NEWS<br>COMMERCIAL-NEWS              | E<br>SUN       | 23,300                 | 14,633<br>15,044       | 62.80<br>64.57          | 24,000<br>11,102<br>12,343                              | 46.26<br>51.43                        | 25,735<br>27,387                                                                                         | 25,973<br>27,577 | 26,967<br>28,441 |
| DECATUR (MACON CO.)<br>HERALD & REVIEW<br>HERALD & REVIEW                   | M<br>SUN       | 41,800                 | 25,420<br>28,695       | 60.81<br>68.65          | 33,900<br>11,696<br>14,377                              | 34.50<br>42.41                        | 37,116<br>43,072                                                                                         | 45,613<br>55,340 | 47,483<br>56,280 |
| DEKALB (DEKALB CO.)<br>CHRONICLE<br>CHRONICLE                               | E (M-F)<br>SUN | 13,400                 | 8,006<br>8,567         | 59.75<br>63.93          | 9,900<br>3,351<br>3,453                                 | 33.85<br>34.88                        | 11,357<br>12,020                                                                                         | 11,661<br>12,324 | 11,549<br>12,072 |
| DIXON (LEE CO.)<br>TELEGRAPH                                                | E              | 5,500                  | 4,900                  | 89.09                   | 20,800<br>5,371                                         | 25.82                                 | 26,300<br>10,271                                                                                         | 10,748           | 10,824           |
| EDWARDSVILLE (MADISON CO.)<br>INTELLIGENCER                                 | E              | 18,300#<br>#           | 6,478                  | 35.40                   |                                                         |                                       | 18,300<br>6,478                                                                                          | 6,913            | 6,988            |
| EFFINGHAM (EFFINGHAM CO.)<br>NEWS                                           | E              | 5,600                  | 4,771                  | 85.20                   | 20,700<br>8,373                                         | 40.45                                 | 26,300<br>13,144                                                                                         | 13,615           | 13,349           |
| ELGIN (KANE CO.)<br>COURIER-NEWS<br>COURIER-NEWS                            | E<br>SUN       | 34,500                 | 18,445<br>18,529       | 53.46<br>53.71          | 188,700<br>13,778<br>13,949                             | 7.30<br>7.39                          | 223,200<br>32,223<br>32,478                                                                              | 32,581<br>32,838 | 33,059<br>33,254 |
| EVERGREEN PARK (COOK CO.)<br>SUBURBANITE ECONOMIST<br>SUBURBANITE ECONOMIST | E (M-F)<br>SUN | 78,600#<br>#           |                        |                         |                                                         |                                       | 78,600<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                  |                  |
| FREEPORT (STEPHENSON CO.)<br>JOURNAL-STANDARD                               | E              | 10,600                 | 8,076                  | 76.19                   | 23,300<br>9,016                                         | 38.70                                 | 33,900<br>17,092                                                                                         | 17,625           | 17,773           |
| GALESBURG (KNOX CO.)<br>REGISTER-MAIL                                       | E              | 14,200                 |                        |                         | 30,800<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       | 45,000                                                                                                   |                  |                  |
| JACKSONVILLE (MORGAN CO.)<br>JOURNAL COURIER<br>JOURNAL COURIER             | M<br>SUN       | 9,200                  | 6,011<br>6,670         | 65.34<br>72.50          | 24,700<br>8,119<br>8,388                                | 32.87<br>33.96                        | 33,900<br>14,130<br>15,058                                                                               | 14,963<br>15,892 | 15,520<br>16,440 |

| ILLINOIS                                                                            |                | CZ OR NDM<br>OH'S CIRC     | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC    | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |        |
|-------------------------------------------------------------------------------------|----------------|----------------------------|------------------------|----------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|--------|
| JOLIET (WILL CO.)<br>HERALD-NEWS<br>HERALD-NEWS                                     | E<br>SUN       | 48,100<br>32,233<br>32,862 | 67.01<br>68.32         | 83,700<br>14,259<br>15,246 | 17.04<br>18.22         | 131,800<br>46,492<br>48,108           | 46,787<br>48,405                      | 46,890<br>48,415                      |        |
| KANKAKEE (KANKAKEE CO.)<br>JOURNAL<br>JOURNAL                                       | E (M-F)<br>SUN | 20,900<br>14,913<br>15,473 | 71.35<br>74.03         | 37,600<br>14,831<br>16,288 | 39.44<br>43.32         | 58,500<br>29,744<br>31,761            | 31,028<br>33,227                      | 31,378<br>33,329                      |        |
| KEWANEE (HENRY CO.)<br>STAR-COURIER                                                 | E              | 5,400<br>4,136             | 76.59                  | 19,300<br>3,677            | 19.05                  | 24,700<br>7,813                       | 8,674                                 | 8,941                                 |        |
| LANSING (COOK CO.)<br>CALUMET                                                       | M              | 46,600#<br>#               | 8,183                  | 17.56                      |                        | 46,600<br>8,183                       | 10,444                                | 10,765                                |        |
| LASALLE-PERU-OGLESBY<br>(LASALLE CO.)-SPRING VALLEY<br>(BUREAU CO.)<br>NEWS-TRIBUNE | E              | 12,900<br>9,894            | 76.70                  | 17,700<br>9,116            | 51.50                  | 30,600<br>19,010                      | 20,094                                | 20,084                                |        |
| LINCOLN (LOGAN CO.)<br>COURIER                                                      | E              | 6,000<br>3,919             | 65.32                  | 5,400<br>2,411             | 44.65                  | 11,400<br>6,330                       | 6,853                                 | 6,825                                 |        |
| MACOMB (McDONOUGH CO.)<br>JOURNAL<br>JOURNAL                                        | E (M-F)<br>SUN | 6,100<br>3,913<br>3,880    | 64.15<br>63.61         | 16,600<br>4,824<br>4,618   | 29.06<br>27.82         | 22,700<br>8,737<br>8,498              | 9,117<br>8,809                        | 9,382<br>8,800                        |        |
| MATTOON (COLES CO.)<br>JOURNAL-GAZETTE                                              | M              | 8,300#<br>#                | 6,292                  | 75.81                      | 13,600<br>5,741        | 42.21                                 | 21,900<br>12,033                      | 12,440                                | 12,771 |
| MOLINE-EAST MOLINE<br>(ROCK ISLAND CO.)<br>DISPATCH<br>DISPATCH                     | E<br>SUN       | 59,300<br>26,267<br>29,716 | 44.30<br>50.11         | 119,200<br>6,563<br>8,411  | 5.51<br>7.06           | 178,500<br>32,830<br>38,127           | 33,224<br>38,544                      | 34,317<br>37,991                      |        |
| MONMOUTH (WARREN CO.)<br>REVIEW ATLAS                                               | E              | 4,100<br>2,504             | 61.07                  | 5,000<br>1,714             | 34.28                  | 9,100<br>4,218                        | 4,678                                 | 4,854                                 |        |
| MOUNT VERNON (JEFFERSON CO.)<br>REGISTER NEWS                                       | E              | 7,600<br>5,785             | 76.12                  | 16,400<br>4,882            | 29.77                  | 24,000<br>10,667                      | 11,244                                | 11,458                                |        |
| NAPERVILLE (DUPAGE CO.)<br>WALL STREET JOURNAL-<br>MIDWEST EDITION                  | M (M-F)        |                            |                        |                            |                        | 0                                     | 552,258                               | 563,345                               |        |
| OTTAWA (LASALLE CO.)<br>TIMES                                                       | E              | 10,800#<br>#               | 9,450                  | 87.50                      | 11,900<br>2,769        | 23.27                                 | 22,700<br>12,219                      | 13,214                                | 13,357 |

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| ILLINOIS                                                                                                                                                                                                                                                                                                                                                   |                                                          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                                                     | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                                                   | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86    | TOTAL CIRCULATION<br>AS OF<br>3/31/85                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------|--------------------------------------------------------------------------------------------|-------------------------|------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------------|-----------------------------------------------------------|
| PEKIN (TAZEWELL CO.)<br>TIMES                                                                                                                                                                                                                                                                                                                              | E                                                        | 12,500                 | 8,667 69.34                                                                                | 36,100                  | 7,164 19.84                                                                              | 48,600                                | 15,831                                   | 16,407 17,647                                             |
| PEORIA (PEORIA CO.)<br>JOURNAL STAR<br>JOURNAL STAR                                                                                                                                                                                                                                                                                                        | ALL DAY<br>SUN                                           | 87,100                 | 58,593 67.27<br>60,941 69.97                                                               | 87,100                  | 31,991 36.73<br>39,203 45.01                                                             | 174,200                               | 90,584 100,144                           | 100,189 100,987<br>115,235 115,953                        |
| PONTIAC (LIVINGSTON CO.)<br>LEADER                                                                                                                                                                                                                                                                                                                         | E                                                        | 3,800                  | 3,624 95.37                                                                                | 11,700                  | 4,441 37.96                                                                              | 15,500                                | 8,065                                    | 8,645 8,809                                               |
| QUINCY (ADAMS CO.)<br>HERALD-WHIG<br>HERALD-WHIG<br>HERALD-WHIG                                                                                                                                                                                                                                                                                            | E (M-F)<br>SAT E<br>SUN                                  | 20,600                 | 14,041 68.16<br>14,516 70.47<br>15,146 73.52                                               | 55,000                  | 13,613 24.75<br>9,283 16.88<br>16,127 29.32                                              | 75,600                                | 27,654 23,799 31,273                     | 28,439 24,445 32,300<br>29,896 25,201 33,510              |
| ROCK ISLAND (ROCK ISLAND CO.)<br>ARGUS<br>ARGUS                                                                                                                                                                                                                                                                                                            | E<br>SUN                                                 | 59,300                 | 11,370 19.17<br>12,531 21.13                                                               | 119,300                 | 5,527 4.63<br>6,007 5.04                                                                 | 178,600                               | 16,897 18,538                            | 17,338 19,184<br>18,497 20,067                            |
| ROCKFORD (WINNEBAGO CO.)<br>REGISTER STAR<br>REGISTER STAR                                                                                                                                                                                                                                                                                                 | M<br>SUN                                                 | 184,400#<br>#          | 65,501 35.52<br>80,369 43.58                                                               |                         |                                                                                          | 184,400                               | 65,501 80,369                            | 70,084 86,597<br>71,345 86,096                            |
| SPRINGFIELD (SANGAMON CO.)<br>STATE JOURNAL-REGISTER<br>(1-6-86 to 3-28-86)<br>STATE JOURNAL-REGISTER<br>(9-28-85 to 1-5-86)<br>STATE JOURNAL-REGISTER<br>(9-28-85 to 1-5-86)<br>STATE JOURNAL-REGISTER<br>(9-28-85 to 1-5-86)<br>STATE JOURNAL-REGISTER<br>(9-28-85 to 1-5-86)<br>STATE JOURNAL-REGISTER<br>(9-28-85 to 1-5-86)<br>STATE JOURNAL-REGISTER | ALL DAY<br>CMB DLY<br>M (M-F)<br>E (M-F)<br>SAT M<br>SUN | 55,800                 | 40,075 71.82<br>40,359 72.33<br>36,073 64.65<br>4,286 7.68<br>41,383 74.16<br>39,323 70.47 | 129,700                 | 27,372 21.10<br>27,381 21.11<br>27,235 21.00<br>146 0.11<br>29,266 22.56<br>31,376 24.19 | 185,500                               | 67,447 66,778 63,308 4,432 70,649 70,699 | 68,578 68,724 64,289 4,489 71,636 71,871<br>71,347 71,760 |
| STERLING-ROCK FALLS<br>(WHITESIDE CO.)<br>GAZETTE                                                                                                                                                                                                                                                                                                          | E                                                        | 12,600                 | 8,697 69.02                                                                                | 17,800                  | 4,708 26.45                                                                              | 30,400                                | 13,405                                   | 13,933 13,906                                             |
| STREATOR (LASALLE CO.)<br>TIMES-PRESS                                                                                                                                                                                                                                                                                                                      | E                                                        | 7,500                  | 6,630 88.40                                                                                | 11,400                  | 2,442 21.42                                                                              | 18,900                                | 9,072                                    | 9,639 10,020                                              |
| TAYLORVILLE (CHRISTIAN CO.)<br>BREEZE-COURIER                                                                                                                                                                                                                                                                                                              | E                                                        | 5,300                  | 3,531 66.62                                                                                | 10,300                  | 3,305 32.09                                                                              | 15,600                                | 6,836                                    | 7,646 7,772                                               |

|                                                 |          | CZ OR NDM | RATIO      |       | RTZ OR NDM | RATIO      | TOTAL NDM OR       | TOTAL CIRCULATION |               |         |
|-------------------------------------------------|----------|-----------|------------|-------|------------|------------|--------------------|-------------------|---------------|---------|
| ILLINOIS                                        |          | OH'S CIRC | CIRC/ OH'S |       | OH'S CIRC  | CIRC/ OH'S | CZ & RTZ OH'S CIRC | AS OF 3/31/86     | AS OF 3/31/85 |         |
| WAUKEGAN-NORTH CHICAGO (LAKE CO.)               |          |           |            |       |            |            |                    |                   |               |         |
| NEWS-SUN                                        | E (M-F)  | 33,900    | 17,049     | 50.29 | 71,700     | 19,484     | 27.17              | 105,600           | 36,533        | 39,592  |
| NEWS-SUN                                        | WKND     |           | 17,375     | 51.25 |            | 21,150     | 29.50              |                   | 38,238        | 41,189  |
| WHEATON (DUPAGE CO.)                            |          |           |            |       |            |            |                    |                   |               |         |
| JOURNAL                                         | E (M-F)  | 16,800    | 5,994      | 35.68 | 56,600     | 2,262      | 4.00               | 73,400            | 8,256         | 7,466   |
| INDIANA                                         |          |           |            |       |            |            |                    |                   |               |         |
| ANDERSON (MADISON CO.)                          |          | 24,800    |            |       | 26,700     |            |                    | 51,500            |               |         |
| HERALD, BULLETIN                                | CMB DLY  |           | 20,872     | 84.16 |            | 14,646     | 54.85              |                   | 35,518        | 37,664  |
| HERALD                                          | M (TU-S) |           | 10,325     | 41.63 |            | 10,168     | 38.08              |                   | 20,493        | 21,457  |
| BULLETIN                                        | E        |           | 10,547     | 42.53 |            | 4,478      | 16.77              |                   | 15,025        | 16,207  |
| HERALD                                          | SUN      |           | 11,724     | 47.27 |            | 11,252     | 42.14              |                   | 22,976        | 23,979  |
| BEDFORD (LAWRENCE CO.)                          |          | 8,100#    |            |       | 16,400     |            |                    | 24,500            |               |         |
| TIMES-MAIL                                      | E        | #         | 6,013      | 74.23 |            | 7,941      | 48.42              |                   | 13,954        | 15,039  |
| BLOOMINGTON (MONROE CO.)                        |          | 26,800#   |            |       | 18,200     |            |                    | 45,000            |               |         |
| HERALD-TELEPHONE                                | E        | #         | 14,875     | 55.50 |            | 10,289     | 56.53              |                   | 25,164        | 28,375  |
| BLOOMINGTON (MONROE CO.)-BEDFORD (LAWRENCE CO.) |          | 34,800#   |            |       | 34,200     |            |                    | 69,000            |               |         |
| HERALD-TIMES                                    | SUN      | #         | 20,779     | 59.71 |            | 18,932     | 55.36              |                   | 39,711        | 44,292  |
| COLUMBUS (BARTHOLOMEW CO.)                      |          | 14,800    |            |       | 29,300     |            |                    | 44,100            |               |         |
| REPUBLIC                                        | E        |           | 10,805     | 73.01 |            | 10,477     | 35.76              |                   | 21,282        | 22,964  |
| REPUBLIC                                        | SUN      |           | 8,503      | 57.45 |            | 9,897      | 33.78              |                   | 18,400        | 18,739  |
| CRAWFORDSVILLE (MONTGOMERY CO.)                 |          | 5,200     |            |       | 16,300     |            |                    | 21,500            |               |         |
| JOURNAL-REVIEW                                  | E        |           | 4,660      | 89.62 |            | 5,601      | 34.36              |                   | 10,261        | 10,670  |
| ELKHART (ELKHART CO.)                           |          | 30,200    |            |       | 31,300     |            |                    | 61,500            |               |         |
| TRUTH                                           | E (M-F)  |           | 20,801     | 68.88 |            | 7,442      | 23.78              |                   | 28,243        | 29,306  |
| TRUTH                                           | SAT M    |           | 23,101     | 76.49 |            | 8,580      | 27.41              |                   | 31,681        | 32,368  |
| TRUTH                                           |          |           |            |       |            |            |                    |                   |               |         |
| (3-2-86 to 3-31-86)                             | SUN      |           | 21,785     | 72.14 |            | 8,493      | 27.13              |                   | 30,278        | 31,114  |
| EVANSVILLE (VANDERBURGH CO.)                    |          | 63,000    |            |       | 128,800    |            |                    | 191,800           |               |         |
| COURIER, PRESS                                  | CMB DLY  |           | 56,117     | 89.07 |            | 40,483     | 31.43              |                   | 96,600        | 102,894 |
| COURIER                                         | M        |           | 29,546     | 46.90 |            | 27,876     | 21.64              |                   | 57,422        | 64,609  |
| PRESS                                           | E        |           | 26,571     | 42.18 |            | 12,607     | 9.79               |                   | 39,178        | 41,414  |
| COURIER-PRESS                                   | SUN      |           | 51,157     | 81.20 |            | 52,002     | 40.37              |                   | 103,159       | 116,839 |

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| INDIANA                                                           |         | CZ OR NDM |         | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM |        | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ |          | TOTAL CIRCULATION |                  |
|-------------------------------------------------------------------|---------|-----------|---------|------------------------|------------|--------|------------------------|--------------------------|----------|-------------------|------------------|
|                                                                   |         | OH'S      | CIRC    |                        | OH'S       | CIRC   |                        | OH'S                     | CIRC     | AS OF<br>3/31/86  | AS OF<br>3/31/85 |
| FORT WAYNE (ALLEN CO.)                                            |         | 96,900#   |         |                        | 177,900    |        |                        | 274,800                  |          |                   |                  |
| JOURNAL-GAZETTE, NEWS-<br>SENTINEL                                | CMB DLY | #         | 76,669  | 79.12                  |            | 37,781 | 21.24                  | 114,450                  | 115,920* | 118,374*          |                  |
| JOURNAL-GAZETTE                                                   | M       | #         | 34,710  | 35.82                  |            | 22,725 | 12.77                  | 57,435                   | 58,666*  | 59,389*           |                  |
| NEWS-SENTINEL                                                     | E       | #         | 41,959  | 43.30                  |            | 15,056 | 8.46                   | 57,015                   | 57,254*  | 58,985*           |                  |
| JOURNAL-GAZETTE                                                   | SUN     | #         | 69,739  | 71.97                  |            | 58,947 | 33.13                  | 128,686                  | 131,451* | 130,012*          |                  |
| FRANKLIN (JOHNSON CO.)<br>JOURNAL                                 | E       | 16,100#   | 8,815   | 54.75                  | 12,000     | 5,377  | 44.81                  | 28,100                   | 14,192   | 14,636            | 14,572           |
| GARY (LAKE CO.)<br>POST-TRIBUNE                                   | E       | 89,200#   | 49,230  | 55.19                  | 58,900     | 19,520 | 33.14                  | 148,100                  | 68,750   | 72,833            | 75,680           |
| POST-TRIBUNE                                                      | SUN     | #         | 55,728  | 62.48                  |            | 26,601 | 45.16                  | 82,329                   | 88,057   | 91,102            |                  |
| GOSHEN (ELKHART CO.)<br>NEWS                                      | E       | 7,700     | 5,281   | 68.58                  | 21,600     | 8,110  | 37.55                  | 29,300                   | 13,391   | 14,202            | 14,217           |
| GREENFIELD (HANCOCK CO.)<br>REPORTER                              | E       | 4,200     | 2,721   | 64.79                  | 11,500     | 3,370  | 29.30                  | 15,700                   | 6,091    | 6,540             | 6,225            |
| GREENSBURG (DECATUR CO.)<br>NEWS                                  | E       | 3,400     | 2,687   | 79.03                  | 7,900      | 3,488  | 44.15                  | 11,300                   | 6,175    | 6,486             | 6,632            |
| HAMMOND-EAST CHICAGO<br>(LAKE CO.)<br>TIMES                       | E (M-F) | 106,300#  | 55,174  | 51.90                  | 53,100     | 8,512  | 16.03                  | 159,400                  | 63,686   | 66,327            | 68,466           |
| TIMES<br>(2-22-86 to 3-31-86)                                     | SAT M   | #         | 53,610  | 50.43                  |            | 8,181  | 15.41                  | 61,791                   | 64,667   |                   |                  |
| TIMES                                                             | SUN     | #         | 62,089  | 58.41                  |            | 9,645  | 18.16                  | 71,734                   | 74,634   | 76,401            |                  |
| INDIANAPOLIS (MARION CO.)<br>STAR, NEWS                           | CMB DLY | 438,400#  | 291,265 | 66.44                  |            |        |                        | 438,400                  | 291,265  | 354,146*          | 357,846*         |
| STAR                                                              | M       | #         | 173,930 | 39.67                  |            |        |                        |                          | 173,930  | 225,759*          | 227,556*         |
| NEWS                                                              | E       | #         | 117,335 | 26.76                  |            |        |                        |                          | 117,335  | 128,387*          | 130,290*         |
| STAR                                                              | SUN     | #         | 301,058 | 68.67                  |            |        |                        |                          | 301,058  | 394,643*          | 393,427*         |
| KOKOMO (HOWARD CO.)<br>TRIBUNE                                    | E       | 20,400    | 16,633  | 81.53                  | 26,200     | 10,224 | 39.02                  | 46,600                   | 26,857   | 27,314            | 27,548           |
| TRIBUNE                                                           | SUN     |           | 17,032  | 83.49                  |            | 10,793 | 41.19                  | 27,825                   | 28,282   | 28,351            |                  |
| LA PORTE (LA PORTE CO.)<br>HERALD-ARGUS                           | E       | 9,300     | 7,654   | 82.30                  | 33,300     | 5,613  | 16.86                  | 42,600                   | 13,267   | 13,730            | 13,784           |
| LAFAYETTE-WEST LAFAYETTE<br>(TIPPECANOE CO.)<br>JOURNAL & COURIER | M       | 25,200    | 17,559  | 69.68                  | 64,900     | 16,981 | 26.16                  | 90,100                   | 34,540   | 35,161*           | 35,719*          |
| JOURNAL & COURIER                                                 | SUN     |           | 19,022  | 75.48                  |            | 16,756 | 25.82                  | 35,778                   | 36,296*  | 36,010*           |                  |

| INDIANA                                                        |                          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                                                                                                                                                                     | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S      | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85  |
|----------------------------------------------------------------|--------------------------|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------|---------------------------------------|---------------------------------------|-------------------|
| LOGANSPOUT (CASS CO.)<br>PHAROS-TRIBUNE<br>PHAROS-TRIBUNE      | E (M-F)<br>SUN           | 7,500                  | 6,757<br>6,916                                                                                                                                                                                             | 90.09<br>92.21          | 19,500<br>7,798<br>7,986    | 27,000<br>14,555<br>14,902            | 15,354<br>15,782                      | 16,092<br>16,496  |
| MARION (GRANT CO.)<br>CHRONICLE-TRIBUNE<br>CHRONICLE-TRIBUNE   | M<br>SUN                 | 21,900                 | 14,354<br>16,700                                                                                                                                                                                           | 65.54<br>76.26          | 22,700<br>6,090<br>7,310    | 44,600<br>26.83<br>32.20              | 20,444<br>24,010                      | 21,127<br>24,617  |
| MARTINSVILLE (MORGAN CO.)<br>REPORTER                          | E                        | 4,500                  | 3,298                                                                                                                                                                                                      | 73.29                   | 8,800<br>3,434              | 13,300<br>39.02                       | 6,732                                 | 7,519<br>7,681    |
| MICHIGAN CITY (LA PORTE CO.)<br>NEWS-DISPATCH<br>NEWS-DISPATCH | E (M-F)<br>SAT M         | 14,400                 | 11,292<br>12,345                                                                                                                                                                                           | 78.42<br>85.73          | 28,100<br>5,081<br>5,340    | 42,500<br>18.08<br>19.00              | 16,373<br>17,685                      | 16,702<br>18,020  |
| MUNCIE (DELAWARE CO.)<br>STAR, PRESS<br>STAR<br>PRESS<br>STAR  | CMB DLY<br>M<br>E<br>SUN | 27,800                 | 48,400<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                         |                             |                                       | 76,200                                |                   |
| PRINCETON (GIBSON CO.)<br>CLARION                              | M (M-F)                  | 3,800                  | 2,766                                                                                                                                                                                                      | 72.79                   | 10,500<br>3,536             | 14,300<br>33.68                       | 6,302                                 | 6,602<br>6,387    |
| RICHMOND (WAYNE CO.)<br>PALLADIUM-ITEM<br>PALLADIUM-ITEM       | E<br>SUN                 | 18,300                 | 12,252<br>14,441                                                                                                                                                                                           | 66.95<br>78.91          | 43,500<br>9,420<br>11,802   | 61,800<br>21.66<br>27.13              | 21,672<br>26,243                      | 21,916<br>26,533  |
| RUSHVILLE (RUSH CO.)<br>REPUBLICAN                             | E (M-F)                  | 2,100@<br>@            | 1,874                                                                                                                                                                                                      | 89.24                   | 4,400<br>1,737              | 6,500<br>39.48                        | 3,611                                 | 3,946<br>3,881    |
| SEYMOUR (JACKSON CO.)<br>TRIBUNE                               | E                        | 5,900                  | 4,403                                                                                                                                                                                                      | 74.63                   | 8,600<br>4,816              | 14,500<br>56.00                       | 9,219                                 | 9,672<br>9,739    |
| SHELBYVILLE (SHELBY CO.)<br>NEWS                               | E                        | 5,600                  | 4,569                                                                                                                                                                                                      | 81.59                   | 8,700<br>5,385              | 14,300<br>61.90                       | 9,954                                 | 11,127<br>10,983  |
| SOUTH BEND-MISHAWAKA<br>(ST. JOSEPH CO.)<br>TRIBUNE<br>TRIBUNE | E<br>SUN                 | 82,300                 | 53,924<br>57,197                                                                                                                                                                                           | 65.52<br>69.50          | 139,300<br>34,621<br>54,142 | 221,600<br>24.85<br>38.87             | 88,545<br>111,339                     | 95,496<br>124,438 |
| TERRE HAUTE (VIGO CO.)<br>TRIBUNE-STAR<br>TRIBUNE-STAR         | M<br>SUN                 | 25,300                 | 17,666<br>17,943                                                                                                                                                                                           | 69.83<br>70.92          | 72,000<br>17,438<br>20,280  | 97,300<br>24.22<br>28.17              | 35,104<br>38,223                      | 36,396<br>39,493  |

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|                                       |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|---------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| INDIANA                               |         |                        |                        |                         |                        |                                       |                                       |                  |
| VINCENNES (KNOX CO.)                  |         | 9,300                  |                        | 19,400                  |                        | 28,700                                |                                       |                  |
| SUN-COMMERCIAL                        | E (M-F) |                        | 6,912 74.32            |                         | 7,592 39.13            |                                       | 14,504                                | 15,302           |
| SUN-COMMERCIAL                        | SUN     |                        | 7,298 78.47            |                         | 8,219 42.37            |                                       | 15,517                                | 16,445           |
| WABASH (WABASH CO.)                   |         | 4,700                  |                        | 7,800                   |                        | 12,500                                |                                       |                  |
| PLAIN DEALER                          | E       |                        | 3,223 68.57            |                         | 3,596 46.10            |                                       | 6,819                                 | 7,134            |
| WASHINGTON (DAVISS CO.)               |         | 4,600                  |                        | 14,400                  |                        | 19,000                                |                                       |                  |
| TIMES-HERALD                          | E       |                        | 3,446 74.91            |                         | 6,462 44.88            |                                       | 9,908                                 | 10,839           |
| IOWA                                  |         |                        |                        |                         |                        |                                       |                                       |                  |
| AMES (STORY CO.)                      |         | 14,800                 |                        | 11,800                  |                        | 26,600                                |                                       |                  |
| TRIBUNE                               | E       |                        | 6,839 46.21            |                         | 2,645 22.42            |                                       | 9,484                                 | 10,012           |
| BURLINGTON (DES MOINES CO.)           |         | 12,600                 |                        | 43,800                  |                        | 56,400                                |                                       |                  |
| HAWK EYE                              | E (M-F) |                        | 9,908 78.63            |                         | 8,058 18.40            |                                       | 17,966                                | 18,470*          |
| HAWK EYE                              | SUN     |                        | 10,251 81.36           |                         | 9,047 20.66            |                                       | 19,298                                | 19,878*          |
| CEDAR RAPIDS-MARION (LINN CO.)        |         | 59,400                 |                        | 91,400                  |                        | 150,800                               |                                       |                  |
| GAZETTE                               | M       |                        | 40,174 67.63           |                         | 23,722 25.95           |                                       | 63,896                                | 69,725           |
| GAZETTE                               | SUN     |                        | 41,824 70.41           |                         | 31,255 34.20           |                                       | 73,079                                | 80,238           |
| CLINTON (CLINTON CO.)                 |         | 12,400                 |                        | 34,200                  |                        | 46,600                                |                                       |                  |
| HERALD                                | E       |                        | 9,293 74.94            |                         | 10,502 30.71           |                                       | 19,795                                | 20,856           |
| COUNCIL BLUFFS<br>(POTTAWATTAMIE CO.) |         | 22,000                 |                        | 26,400                  |                        | 48,400                                |                                       |                  |
| NONPAREIL                             | E (M-F) |                        | 13,397 60.90           |                         | 3,955 14.98            |                                       | 17,352                                | 17,695           |
| NONPAREIL                             | SAT M   |                        | 13,129 59.68           |                         | 3,943 14.94            |                                       | 17,072                                | 17,417           |
| NONPAREIL                             | SUN     |                        | 15,150 68.86           |                         | 4,145 15.70            |                                       | 19,295                                | 19,662           |
| DAVENPORT-BETTENDORF<br>(SCOTT CO.)   |         | 111,000                |                        | 148,900                 |                        | 259,900                               |                                       |                  |
| QUAD CITY TIMES                       | ALL DAY |                        | 42,325 38.13           |                         | 16,962 11.39           |                                       | 59,287                                | 62,529           |
| QUAD CITY TIMES                       | SUN     |                        | 51,394 46.30           |                         | 30,673 20.60           |                                       | 82,067                                | 84,778           |
| DES MOINES (POLK CO.)                 |         | 120,900                |                        | 346,500                 |                        | 467,400                               |                                       |                  |
| REGISTER                              | M       |                        | 72,677 60.11           |                         | 83,547 24.11           |                                       | 156,224                               | 227,796          |
| REGISTER                              | SUN     |                        | 89,076 73.68           |                         | 150,662 43.48          |                                       | 239,738                               | 370,558          |

| IOWA                                                               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|--------------------------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| DUBUQUE (DUBUQUE CO.), IA-<br>EAST DUBUQUE (JO DAVIESS<br>CO.), IL |         | 21,700                 |                        | 52,700                  |                        | 74,400                                |                                       |                  |
| TELEGRAPH-HERALD                                                   | E (M-F) | 17,245                 | 79.47                  | 16,499                  | 31.31                  | 33,744                                | 35,271                                | 36,173           |
| TELEGRAPH-HERALD                                                   | SUN     | 18,122                 | 83.51                  | 19,133                  | 36.31                  | 37,255                                | 39,336                                | 40,290           |
| FORT DODGE (WEBSTER CO.)                                           |         | 10,600                 |                        | 37,900                  |                        | 48,500                                |                                       |                  |
| MESSENGER                                                          | M       | 7,708                  | 72.72                  | 12,680                  | 33.46                  | 20,388                                | 21,316                                | 23,031           |
| MESSENGER                                                          | SUN     | 7,916                  | 74.68                  | 12,940                  | 34.14                  | 20,856                                | 21,785                                | 22,842x          |
| FORT MADISON (LEE CO.)                                             |         | 5,100                  |                        | 7,000                   |                        | 12,100                                |                                       |                  |
| DEMOCRAT                                                           | E (M-F) | 4,122                  | 80.82                  | 2,769                   | 39.56                  | 6,891                                 | 7,202                                 | 7,290*           |
| IOWA CITY (JOHNSON CO.)                                            |         | 24,600                 |                        | 14,900                  |                        | 39,500                                |                                       |                  |
| PRESS-CITIZEN                                                      | E       | 11,326                 | 46.04                  | 4,038                   | 27.10                  | 15,364                                | 15,733                                | 15,841           |
| KEOKUK (LEE CO.)                                                   |         | 5,500                  |                        | 17,400                  |                        | 22,900                                |                                       |                  |
| GATE CITY                                                          | E       | 3,565                  | 64.82                  | 2,503                   | 14.39                  | 6,068                                 | 6,315                                 | 6,349            |
| MARSHALLTOWN (MARSHALL CO.)                                        |         | 10,300                 |                        | 24,700                  |                        | 35,000                                |                                       |                  |
| TIMES-REPUBLICAN                                                   | E       | 7,689                  | 74.65                  | 5,709                   | 23.11                  | 13,398                                | 13,975                                | 14,450           |
| MASON CITY (CERRO GORDO CO.)                                       |         | 15,700                 |                        | 35,200                  |                        | 50,900                                |                                       |                  |
| GLOBE-GAZETTE                                                      | M       | 10,442                 | 66.51                  | 9,123                   | 25.92                  | 19,565                                | 20,707                                | 22,285           |
| GLOBE                                                              | SUN     | 10,331                 | 65.80                  | 9,450                   | 26.85                  | 19,781                                | 20,912                                | 22,206x          |
| MUSCATINE (MUSCATINE CO.)                                          |         | 9,100                  |                        | 20,400                  |                        | 29,500                                |                                       |                  |
| JOURNAL                                                            | E       | 6,304                  | 69.27                  | 4,430                   | 21.72                  | 10,734                                | 11,045                                | 11,218           |
| OELWEIN (FAYETTE CO.)                                              |         | 2,700                  |                        | 18,700                  |                        | 21,400                                |                                       |                  |
| REGISTER                                                           | E       | 2,140                  | 79.26                  | 3,608                   | 19.29                  | 5,748                                 | 6,254*                                | 6,552*           |
| OTTUMWA (WAPELLO CO.)                                              |         | 11,100                 |                        | 36,800                  |                        | 47,900                                |                                       |                  |
| COURIER                                                            | M       | 7,634                  | 68.77                  | 7,387                   | 20.07                  | 15,021                                | 15,506                                | 15,790           |
| SIOUX CITY (WOODBURY CO.)                                          |         | 37,300                 |                        | 88,900                  |                        | 126,200                               |                                       |                  |
| JOURNAL                                                            | M (M-F) | 24,406                 | 65.43                  | 25,331                  | 28.49                  | 49,737                                | 52,487                                | 55,077           |
| JOURNAL                                                            | SAT E   |                        |                        |                         |                        |                                       |                                       |                  |
| JOURNAL                                                            | & HOLS  | 23,868                 | 63.99                  | 25,215                  | 28.36                  | 49,083                                | 51,812                                | 54,375           |
| JOURNAL                                                            | SUN     | 25,444                 | 68.21                  | 19,603                  | 22.05                  | 45,047                                | 46,813                                | 48,456           |
| WATERLOO-CEDAR FALLS-EVANSDALE<br>(BLACK HAWK CO.)                 |         | 44,100                 |                        | 85,700                  |                        | 129,800                               |                                       |                  |
| COURIER                                                            | E (M-F) | 26,760                 | 60.68                  | 20,908                  | 24.40                  | 47,668                                | 48,675                                | 50,974           |
| COURIER                                                            | SUN     | 28,271                 | 64.11                  | 22,861                  | 26.68                  | 51,132                                | 52,135                                | 54,609           |
| WEBSTER CITY (HAMILTON CO.)                                        |         | 3,500                  |                        | 8,600                   |                        | 12,100                                |                                       |                  |
| FREEMAN-JOURNAL                                                    | E (M-F) | 2,421                  | 69.17                  | 1,338                   | 15.56                  | 3,759                                 | 4,056                                 | 4,110            |

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| KANSAS                                    |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                  | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86         | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |         |
|-------------------------------------------|---------|------------------------|---------------------------------------------------------|-------------------------|------------------------|---------------------------------------|-----------------------------------------------|---------------------------------------|---------|
| CHANUTE (NEOSHO CO.)<br>TRIBUNE           | E       | 4,200                  | 3,236 77.05                                             | 5,500                   | 1,705 31.00            | 9,700                                 | 4,941                                         | 5,415*                                | 5,514   |
| COFFEYVILLE (MONTGOMERY CO.)<br>JOURNAL   | E (M-F) | 6,600                  | 4,537 68.74                                             | 12,100                  | 2,437 20.14            | 18,700                                | 6,974                                         | 7,246                                 | 7,348   |
| JOURNAL                                   | SUN     |                        | 5,322 80.64                                             |                         | 2,753 22.75            |                                       | 8,075                                         | 8,428                                 | 8,614   |
| DODGE CITY (FORD CO.)<br>GLOBE            | E       | 7,600                  | 31,100<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                         |                        |                                       | 38,700                                        |                                       |         |
| EMPORIA (LYON CO.)<br>GAZETTE             | E       | 10,300                 | 6,322 61.38                                             | 11,100                  | 4,144 37.33            | 21,400                                | 10,466                                        | 10,890                                | 11,687  |
| FORT SCOTT (BOURBON CO.)<br>TRIBUNE       | E       | 3,900                  | 2,804 71.90                                             | 6,100                   | 2,340 38.36            | 10,000                                | 5,144                                         | 5,737                                 | 5,848   |
| GARDEN CITY (FINNEY CO.)<br>TELEGRAM      | E       | 7,300                  | 6,066 83.10                                             | 15,200                  | 4,502 29.62            | 22,500                                | 10,568                                        | 11,162*                               | 10,869* |
| GREAT BEND (BARTON CO.)<br>TRIBUNE        | E (M-F) | 6,700                  | 5,575 83.21                                             | 15,200                  | 5,424 35.68            | 21,900                                | 10,999                                        | 11,579                                | 11,810  |
| TRIBUNE                                   | SUN     |                        | 5,779 86.25                                             |                         | 5,557 36.56            |                                       | 11,336                                        | 11,943                                | 12,141  |
| HAYS (ELLIS CO.)<br>NEWS                  | E (M-F) | 7,000#                 | 5,965 85.21                                             | 19,100                  | 7,402 38.75            | 26,100                                | 13,367                                        | 14,402                                | 14,494  |
| NEWS                                      | SUN     | #                      | 6,370 91.00                                             |                         | 7,725 40.45            |                                       | 14,095                                        | 15,129                                | 15,277  |
| HUTCHINSON (RENO CO.)<br>NEWS             | ALL DAY | 19,600                 | 14,415 73.55                                            | 56,000                  | 18,295 32.67           | 75,600                                | 32,710                                        | 42,612                                | 42,742  |
| NEWS                                      | SUN     |                        | 15,502 79.09                                            |                         | 19,605 35.01           |                                       | 35,107                                        | 45,879                                | 45,937  |
| INDEPENDENCE (MONTGOMERY CO.)<br>REPORTER | E (M-F) | 4,600                  |                                                         | 12,000                  |                        | 16,600                                |                                               |                                       |         |
| REPORTER                                  | SUN     |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME           |                         |                        |                                       | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |         |
| JUNCTION CITY (GEARY CO.)<br>UNION        | E (M-F) | 8,300                  | 5,700 68.67                                             | 8,800                   | 2,408 27.36            | 17,100                                | 8,108                                         | 8,308                                 | 8,027   |
| UNION                                     | SUN     |                        | 6,060 73.01                                             |                         | 2,597 29.51            |                                       | 8,657                                         | 8,877                                 | 8,591   |
| LAWRENCE (DOUGLAS CO.)<br>JOURNAL-WORLD   | E       | 19,900                 | 13,964 70.17                                            | 15,700                  | 4,128 26.29            | 35,600                                | 18,092                                        | 18,996                                | 18,901  |
| JOURNAL-WORLD                             | SUN     |                        | 14,269 71.70                                            |                         | 4,244 27.03            |                                       | 18,513                                        | 19,415                                | 19,342  |

|                                                                |                  | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86         | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|----------------------------------------------------------------|------------------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|-----------------------------------------------|---------------------------------------|
| KANSAS                                                         |                  |                        |                        |                         |                        |                                       |                                               |                                       |
| LEAVENWORTH (LEAVENWORTH CO.)<br>TIMES<br>TIMES                | E (M-F)<br>SUN   | 11,000<br><br>7,503    | 6,982<br>68.21         | 13,600<br><br>2,151     | 14.30<br>15.82         | 24,600<br><br>9,654                   | 9,095<br>9,822                                | 9,125<br>9,609                        |
| MANHATTAN (RILEY CO.)<br>MERCURY<br>MERCURY                    | E (M-F)<br>SUN   | 15,300<br><br>9,550    | 8,883<br>62.42         | 11,200<br><br>3,210     | 26.58<br>28.66         | 26,500<br><br>12,760                  | 12,598<br>13,554                              | 12,631<br>13,309                      |
| OLATHE (JOHNSON CO.)<br>NEWS<br>NEWS                           | M (TU-S)<br>SUN  | 16,100#<br>#<br>#      | 6,189<br>43.66         | 6,200<br><br>1,887      | 27.00<br>30.44         | 22,300<br><br>8,917                   | 8,684<br>9,761                                | 9,077<br>9,946                        |
| PARSONS (LABETTE CO.)<br>SUN<br>SUN                            | E (M-F)<br>SAT M | 5,100<br><br>4,201     | 4,185<br>82.37         | 11,400<br><br>3,597     | 31.11<br>31.55         | 16,500<br><br>7,798                   | 8,199<br>8,260                                | 8,303<br>8,368                        |
| SALINA (SALINE CO.)<br>JOURNAL<br>JOURNAL                      | M<br>SUN         | 16,700<br><br>12,562   | 11,414<br>75.22        | 44,700<br><br>16,080    | 31.28<br>35.97         | 61,400<br><br>28,642                  | 29,119<br>32,790                              | 29,266<br>33,996                      |
| TOPEKA (SHAWNEE CO.)<br>CAPITAL-JOURNAL<br>CAPITAL-JOURNAL     | M<br>SUN         | 62,200<br><br>47,447   | 41,860<br>76.28        | 147,700<br><br>27,532   | 15.62<br>18.64         | 209,900<br><br>74,979                 | 67,079<br>76,905                              | 66,291<br>75,432                      |
| WICHITA (SEDGWICK CO.)<br>EAGLE-BEACON<br>EAGLE-BEACON         | M<br>SUN         | 227,700#<br>#<br>#     | 105,471<br>67.84       |                         |                        | 227,700<br><br>154,470                | 125,316<br>193,722                            | 125,661<br>190,582                    |
| WINFIELD (COWLEY CO.)<br>COURIER                               | E                | 4,700                  |                        | 8,800                   |                        | 13,500                                | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |
| KENTUCKY                                                       |                  |                        |                        |                         |                        |                                       |                                               |                                       |
| ASHLAND (BOYD CO.)<br>INDEPENDENT<br>INDEPENDENT               | E<br>SUN         | 20,700<br><br>14,684   | 13,507<br>70.94        | 52,100<br><br>10,521    | 18.23<br>20.19         | 72,800<br><br>25,205                  | 23,635*<br>25,928*                            | 24,435<br>26,875                      |
| BOWLING GREEN (WARREN CO.)<br>PARK CITY NEWS<br>PARK CITY NEWS | E (M-F)<br>SUN   | 15,300<br><br>6,764    | 6,140<br>44.21         | 59,600<br><br>17,551    | 24.47<br>29.45         | 74,900<br><br>24,315                  | 21,126<br>24,715                              | 21,067<br>24,637                      |

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|                                                                                                     |                          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                        | RTZ OR NDM<br>OH'S CIRC          | RATIO<br>CIRC/<br>OH'S                          | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86               | TOTAL CIRCULATION<br>AS OF<br>3/31/85                                                |
|-----------------------------------------------------------------------------------------------------|--------------------------|------------------------|-----------------------------------------------|----------------------------------|-------------------------------------------------|---------------------------------------|-----------------------------------------------------|--------------------------------------------------------------------------------------|
| KENTUCKY                                                                                            |                          |                        |                                               |                                  |                                                 |                                       |                                                     |                                                                                      |
| DANVILLE (BOYLE CO.)<br>ADVOCATE-MESSENGER<br>ADVOCATE                                              | E (M-F)<br>SUN           | 5,000                  | 3,775<br>4,008                                | 75.50<br>80.16                   | 24,900<br>7,764<br>8,196                        | 31.18<br>32.92                        | 29,900<br>11,539<br>12,204                          | 11,844<br>12,531<br>11,945<br>12,754                                                 |
| ELIZABETHTOWN (HARDIN CO.)<br>NEWS-ENTERPRISE<br>NEWS-ENTERPRISE                                    | E (M-F)<br>SUN           | 30,300#<br>#<br>#      | 14,886<br>15,178                              | 49.13<br>50.09                   |                                                 |                                       | 30,300<br>14,886<br>15,178                          | 15,410<br>15,702<br>15,514                                                           |
| GLASGOW (BARREN CO.)<br>TIMES<br>TIMES                                                              | E (M-F)<br>SUN           | 13,000#<br>#<br>#      | 7,867<br>7,844                                | 60.52<br>60.34                   |                                                 |                                       | 13,000<br>7,867<br>7,844                            | 8,870<br>8,857<br>7,415<br>7,379                                                     |
| HARLAN (HARLAN CO.)<br>ENTERPRISE                                                                   | E                        | 1,700                  | 1,076                                         | 63.29                            | 12,600<br>5,815                                 | 46.15                                 | 14,300<br>6,891                                     | 7,326<br>7,540                                                                       |
| HENDERSON (HENDERSON CO.)<br>GLENER<br>GLENER                                                       | M (TU-S)<br>SUN          | 10,200                 | 6,512<br>8,191                                | 63.84<br>80.30                   | 11,600<br>3,641<br>4,761                        | 31.39<br>41.04                        | 21,800<br>10,153<br>12,952                          | 10,488<br>13,303<br>10,781<br>13,576                                                 |
| HOPKINSVILLE (CHRISTIAN CO.)<br>NEW ERA                                                             | E                        | 11,000                 | 9,582                                         | 87.11                            | 22,200<br>6,068                                 | 27.33                                 | 33,200<br>15,650                                    | 15,948<br>15,888                                                                     |
| LEXINGTON (FAYETTE CO.)<br>HERALD-LEADER<br>HERALD-LEADER                                           | M<br>SUN                 | 80,700                 | 51,650<br>59,363                              | 64.00<br>73.56                   | 117,100<br>32,672<br>42,894                     | 27.90<br>36.63                        | 197,800<br>84,322<br>102,257                        | 110,411<br>134,468<br>114,035<br>133,247                                             |
| LOUISVILLE (JEFFERSON CO.)<br>COURIER-JOURNAL, TIMES<br>COURIER-JOURNAL<br>TIMES<br>COURIER-JOURNAL | CMB DLY<br>M<br>E<br>SUN | 292,100                | 195,028<br>96,195<br>98,833<br>190,872        | 66.77<br>32.93<br>33.84<br>65.34 | 205,600<br>61,852<br>36,238<br>25,614<br>83,460 | 30.08<br>17.63<br>12.46<br>40.59      | 497,700<br>256,880<br>132,433<br>124,447<br>274,332 | 295,965<br>170,721<br>125,244<br>323,328<br>308,927<br>175,266<br>133,661<br>331,686 |
| MADISONVILLE (HOPKINS CO.)<br>MESSENGER                                                             | E                        | 6,800                  | 5,466                                         | 80.38                            | 12,500<br>5,840                                 | 46.72                                 | 19,300<br>11,306                                    | 11,575*<br>11,437*                                                                   |
| MIDDLESBORO (BELL CO.)<br>NEWS                                                                      | E                        | 4,600                  | 3,569                                         | 77.59                            | 26,100<br>4,842                                 | 18.55                                 | 30,700<br>8,411                                     | 8,747<br>8,861                                                                       |
| MURRAY (CALLOWAY CO.)<br>LEDGER & TIMES                                                             | E                        | 14,100#<br>#           | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                  |                                                 |                                       | 14,100                                              |                                                                                      |
| OWENSBORO (DAVIESS CO.)<br>MESSENGER-INQUIRER<br>MESSENGER-INQUIRER                                 | M<br>SUN                 | 21,700                 | 16,269<br>16,746                              | 74.97<br>77.17                   | 68,900<br>15,783<br>16,735                      | 22.91<br>24.29                        | 90,600<br>32,052<br>33,481                          | 32,624<br>33,848<br>33,020<br>34,473                                                 |

|                              |          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC         | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|------------------------------|----------|------------------------|------------------------|-----------------------------------------------|------------------------|-----------------------------------------------|---------------------------------------|------------------|
| KENTUCKY                     |          |                        |                        |                                               |                        |                                               |                                       |                  |
| PADUCAH (McCRACKEN CO.)      |          | 19,500                 |                        | 74,400                                        |                        | 93,900                                        |                                       |                  |
| SUN                          | E (M-F)  |                        | 13,032 66.83           |                                               | 16,294 21.90           |                                               | 29,326                                | 30,203           |
| SUN                          | SUN      |                        | 13,738 70.45           |                                               | 19,208 25.82           |                                               | 32,946                                | 33,895           |
| SOMERSET (PULASKI CO.)       |          | 4,400                  |                        | 13,500                                        |                        | 17,900                                        |                                       |                  |
| COMMONWEALTH-JOURNAL         | E (M-F)  |                        | 3,371 76.61            |                                               | 4,036 29.90            |                                               | 7,407                                 | 9,222            |
| COMMONWEALTH-JOURNAL         | SUN      |                        | 3,219 73.16            |                                               | 3,896 28.86            |                                               | 7,115                                 | 8,256            |
|                              |          |                        |                        |                                               |                        |                                               |                                       | 9,610            |
|                              |          |                        |                        |                                               |                        |                                               |                                       | 7,878            |
| LOUISIANA                    |          |                        |                        |                                               |                        |                                               |                                       |                  |
| ABBEVILLE (VERMILION PARISH) |          | 5,000                  |                        | 13,100                                        |                        | 18,100                                        |                                       |                  |
| MERIDIONAL                   | E (TU-F) |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                  |
| MERIDIONAL                   | SUN      |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                  |
| ALEXANDRIA-PINEVILLE         |          | 27,300                 |                        | 81,000                                        |                        | 108,300                                       |                                       |                  |
| (RAPIDES PARISH)             |          |                        |                        |                                               |                        |                                               |                                       |                  |
| TOWN TALK                    | M        |                        | 19,193 70.30           |                                               | 19,181 23.68           |                                               | 38,374                                | 39,926*          |
| TOWN TALK                    | SUN      |                        | 19,369 70.95           |                                               | 20,065 24.77           |                                               | 39,434                                | 41,091*          |
|                              |          |                        |                        |                                               |                        |                                               |                                       | 39,751*          |
|                              |          |                        |                        |                                               |                        |                                               |                                       | 40,920*          |
| BASTROP (MOREHOUSE PARISH)   |          | 6,100                  |                        | 13,000                                        |                        | 19,100                                        |                                       |                  |
| ENTERPRISE                   | M (TU-S) |                        | 2,784 45.64            |                                               | 2,182 16.78            |                                               | 4,966                                 | 5,257            |
|                              |          |                        |                        |                                               |                        |                                               |                                       | 6,955            |
| BATON ROUGE                  |          | 141,100#               |                        | 112,100                                       |                        | 253,200                                       |                                       |                  |
| (EAST BATON ROUGE PARISH)    |          |                        |                        |                                               |                        |                                               |                                       |                  |
| ADVOCATE, STATE-TIMES        | CMB DLY  | #                      | 77,357 54.82           |                                               | 29,181 26.03           |                                               | 106,538                               | 120,603          |
| ADVOCATE                     | M        | #                      | 47,157 33.42           |                                               | 24,196 21.58           |                                               | 71,353                                | 85,108           |
| STATE-TIMES                  | E        | #                      | 30,200 21.40           |                                               | 4,985 4.45             |                                               | 35,185                                | 35,495           |
| ADVOCATE                     | SUN      | #                      | 84,926 60.19           |                                               | 37,336 33.31           |                                               | 122,262                               | 139,246          |
|                              |          |                        |                        |                                               |                        |                                               |                                       | 139,359          |
| CROWLEY (ACADIA PARISH)      |          | 5,800                  |                        | 38,400                                        |                        | 44,200                                        |                                       |                  |
| POST-SIGNAL                  | E (TU-F) |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                  |
| POST-SIGNAL                  | SUN      |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                  |
| HAMMOND (TANGIPAHOA PARISH)  |          | 31,300#                |                        |                                               |                        | 31,300                                        |                                       |                  |
| STAR                         | E (M-F)  | #                      | 11,759 37.57           |                                               |                        |                                               | 11,759                                | 13,280           |
| STAR                         |          |                        |                        |                                               |                        |                                               |                                       | 12,529           |
| (3-2-86 to 3-31-86)          | SUN      | #                      | 11,758 37.57           |                                               |                        |                                               | 11,758                                | 13,608           |
| HOUMA (TERREBONNE PARISH)    |          | 33,800#                |                        |                                               |                        | 33,800                                        |                                       |                  |
| COURIER & PRESS              | E (M-F)  | #                      | 19,715 58.33           |                                               |                        |                                               | 19,715                                | 21,839*          |
| COURIER & PRESS              | SUN      | #                      | 21,313 63.06           |                                               |                        |                                               | 21,313                                | 24,209*          |
|                              |          |                        |                        |                                               |                        |                                               |                                       | 21,634*          |
|                              |          |                        |                        |                                               |                        |                                               |                                       | 24,242*          |
| JENNINGS                     |          | 4,300                  |                        | 17,400                                        |                        | 21,700                                        |                                       |                  |
| (JEFFERSON DAVIS PARISH)     |          |                        |                        |                                               |                        |                                               |                                       |                  |
| NEWS                         | E (M-F)  |                        | 2,426 56.42            |                                               | 3,290 18.91            |                                               | 5,716                                 | 5,867*           |
|                              |          |                        |                        |                                               |                        |                                               |                                       | 5,844*           |

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|------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| LOUISIANA                          |         |                        |                        |                         |                        |                                       |                                       |                                       |
| LAFAYETTE (LAFAYETTE PARISH)       |         | 43,800                 |                        | 53,100                  |                        | 96,900                                |                                       |                                       |
| ADVERTISER                         | M       |                        | 21,270 48.56           |                         | 9,440 17.78            |                                       | 30,710                                | 32,495                                |
| ADVERTISER                         | SUN     |                        | 25,463 58.13           |                         | 12,800 24.11           |                                       | 38,263                                | 40,854                                |
| LAKE CHARLES<br>(CALCASIEU PARISH) |         | 43,000                 |                        | 63,400                  |                        | 106,400                               |                                       |                                       |
| AMERICAN PRESS                     | M       |                        | 27,578 64.13           |                         | 12,227 19.29           |                                       | 39,805                                | 40,534*                               |
| AMERICAN PRESS                     | SUN     |                        | 30,360 70.60           |                         | 13,800 21.77           |                                       | 44,160                                | 45,016*                               |
| MONROE (OUACHITA PARISH)           |         | 28,900                 |                        | 94,300                  |                        | 123,200                               |                                       |                                       |
| NEWS-STAR-WORLD                    | M       |                        | 22,056 76.32           |                         | 13,237 14.04           |                                       | 35,293                                | 37,037*                               |
| NEWS-STAR-WORLD                    | SUN     |                        | 26,930 93.18           |                         | 17,739 18.81           |                                       | 44,669                                | 46,658*                               |
| NEW IBERIA (IBERIA PARISH)         |         | 11,900                 |                        | 20,600                  |                        | 32,500                                |                                       |                                       |
| IBERIAN                            | E       |                        | 7,580 63.70            |                         | 8,215 39.88            |                                       | 15,795                                | 16,252*                               |
| IBERIAN                            | SUN     |                        | 8,063 67.76            |                         | 8,660 42.04            |                                       | 16,723                                | 17,138*                               |
| NEW ORLEANS (ORLEANS PARISH)       |         | 495,700#               |                        |                         |                        | 495,700                               |                                       |                                       |
| TIMES-PICAYUNE/STATES-ITEM         | ALL DAY |                        |                        |                         |                        |                                       |                                       |                                       |
|                                    | (M-F)   | #                      | 250,453 50.53          |                         |                        |                                       | 250,453                               | 280,889*                              |
| TIMES-PICAYUNE/STATES-ITEM         | SAT M   | #                      | 229,208 46.24          |                         |                        |                                       | 229,208                               | 258,720*                              |
| TIMES-PICAYUNE/STATES-ITEM         | SUN     | #                      | 306,054 61.74          |                         |                        |                                       | 306,054                               | 351,575*                              |
| OPELOUSAS (ST. LANDRY PARISH)      |         | 40,000#                |                        |                         |                        | 40,000                                |                                       |                                       |
| WORLD                              | E (M-F) | #                      | 15,141 37.85           |                         |                        |                                       | 15,141                                | 16,076*                               |
| WORLD                              | SUN     | #                      | 16,139 40.35           |                         |                        |                                       | 16,139                                | 17,110*                               |
| SHREVEPORT (CADD0 PARISH)          |         | 120,000                |                        | 215,900                 |                        | 335,900                               |                                       |                                       |
| TIMES, JOURNAL                     | CMB DLY |                        | 71,591 59.66           |                         | 25,836 11.97           |                                       | 97,427                                | 99,483*                               |
| TIMES                              | M       |                        | 52,428 43.69           |                         | 22,328 10.34           |                                       | 74,756                                | 76,636*                               |
| JOURNAL                            | E       |                        | 19,163 15.97           |                         | 3,508 1.62             |                                       | 22,671                                | 22,847*                               |
| TIMES                              | SUN     |                        | 73,445 61.20           |                         | 32,757 15.17           |                                       | 106,202                               | 109,647*                              |
| THIBODAU (LAFOURCHE PARISH)        |         | 17,400#                |                        |                         |                        | 17,400                                |                                       |                                       |
| COMET                              | E (M-F) | #                      | 10,624 61.06           |                         |                        |                                       | 10,624                                | 12,584*                               |
| MAINE                              |         |                        |                        |                         |                        |                                       |                                       |                                       |
| AUGUSTA (KENNEBEC CO.)             |         | 9,600                  |                        | 83,800                  |                        | 93,400                                |                                       |                                       |
| JOURNAL                            | M       |                        | 7,291 75.95            |                         | 10,671 12.73           |                                       | 17,962                                | 18,546                                |

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|                                                                                           |                          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S               | RTZ OR NDM<br>OH'S CIRC          | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |                                      |                                       |                                       |
|-------------------------------------------------------------------------------------------|--------------------------|------------------------|--------------------------------------|----------------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|--------------------------------------|---------------------------------------|---------------------------------------|
| MAINE                                                                                     |                          |                        |                                      |                                  |                        |                                       |                                       |                  |                                      |                                       |                                       |
| BANGOR (PENOBSCOT CO.)<br>NEWS<br>NEWS                                                    | M (M-F)<br>WKND          | 24,400                 | 20,186<br>22,021                     | 82.73<br>90.25                   | 128,800                | 55,602<br>66,708                      | 43.17<br>51.79                        | 153,200          | 75,788<br>88,729                     | 77,502<br>91,488                      | 77,155<br>90,042                      |
| BIDDEFORD (YORK CO.)<br>JOURNAL TRIBUNE                                                   | E                        | 12,600                 | 8,222                                | 65.25                            | 6,600                  | 2,074                                 | 31.42                                 | 19,200           | 10,296                               | 14,773                                | 14,669                                |
| BRUNSWICK (CUMBERLAND CO.)<br>TIMES-RECORD                                                | E (M-F)                  | 13,200                 | 9,032                                | 68.42                            | 8,200                  | 3,911                                 | 47.70                                 | 21,400           | 12,943                               | 13,954                                | 13,820                                |
| LEWISTON-AUBURN<br>(ANDROSCOGGIN CO.)<br>SUN, JOURNAL<br>SUN<br>JOURNAL<br>SUN-JOURNAL    | CMB DLY<br>M<br>E<br>SUN | 23,700                 | 21,828<br>12,563<br>9,265<br>17,607  | 92.10<br>53.01<br>39.09<br>74.29 | 75,300                 | 23,789<br>21,234<br>2,555<br>20,166   | 31.59<br>28.20<br>3.39<br>26.78       | 99,000           | 45,617<br>33,797<br>11,820<br>37,773 | 46,433<br>34,498<br>11,935<br>39,919  | 46,013<br>33,926<br>12,087<br>37,613  |
| PORTLAND (CUMBERLAND CO.)<br>PRESS HERALD, EXPRESS<br>PRESS HERALD<br>EXPRESS<br>TELEGRAM | CMB DLY<br>M<br>E<br>SUN | 46,300                 | 40,515<br>22,249<br>18,266<br>33,549 | 87.51<br>48.05<br>39.45<br>72.46 | 105,300                | 36,947<br>28,775<br>8,172<br>49,699   | 35.09<br>27.33<br>7.76<br>47.20       | 151,600          | 77,462<br>51,024<br>26,438<br>83,248 | 86,256<br>59,559<br>26,697<br>134,713 | 86,272<br>58,682<br>27,590<br>129,038 |
| WATERVILLE (KENNEBEC CO.)<br>CENTRAL SENTINEL                                             | M                        | 10,000                 | 9,006                                | 90.06                            | 32,000                 | 14,859                                | 46.43                                 | 42,000           | 23,865                               | 25,965                                | 26,056                                |
| MARYLAND                                                                                  |                          |                        |                                      |                                  |                        |                                       |                                       |                  |                                      |                                       |                                       |
| ANNAPOLIS (ANNE ARUNDEL CO.)<br>CAPITAL                                                   | E                        | 23,200                 | 16,590                               | 71.51                            | 15,300                 | 10,612                                | 69.36                                 | 38,500           | 27,202                               | 38,742                                | 37,093                                |
| BALTIMORE (INDEPENDENT CITY)<br>NEWS AMERICAN<br>NEWS AMERICAN<br>NEWS AMERICAN           | E (M-F)<br>SAT M<br>SUN  | 566,400                |                                      |                                  | 262,300                |                                       |                                       | 828,700          |                                      |                                       |                                       |
| PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME                                             |                          |                        |                                      |                                  |                        |                                       |                                       |                  |                                      |                                       |                                       |
| PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME                                             |                          |                        |                                      |                                  |                        |                                       |                                       |                  |                                      |                                       |                                       |
| PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME                                             |                          |                        |                                      |                                  |                        |                                       |                                       |                  |                                      |                                       |                                       |

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|------------------------------|---------|------------------------|-----------------------------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| MARYLAND                     |         |                        |                                               |                         |                        |                                       |                                       |                                       |
| BALTIMORE (INDEPENDENT CITY) |         | 805,400#               |                                               |                         |                        | 805,400                               |                                       |                                       |
| SUN                          | CMB DLY | #                      | 336,187                                       | 41.74                   |                        | 336,187                               | 356,927                               | 349,901                               |
| SUN                          | M (M-F) | #                      | 190,612                                       | 23.67                   |                        | 190,612                               | 204,774                               | 194,426                               |
| SUN                          | E (M-F) | #                      | 145,575                                       | 18.07                   |                        | 145,575                               | 152,153                               | 155,475                               |
| SUN                          | SAT M   | #                      | 320,440                                       | 39.79                   |                        | 320,440                               | 339,066                               | 332,478                               |
| SUN                          | SUN     | #                      | 395,997                                       | 49.17                   |                        | 395,997                               | 427,785                               | 414,330                               |
| CAMBRIDGE (DORCHESTER CO.)   |         | 4,400                  |                                               | 6,900                   |                        | 11,300                                |                                       |                                       |
| BANNER                       | E (M-F) |                        | 4,210                                         | 95.68                   | 2,594                  | 6,804                                 | 7,541*                                | 7,662*                                |
| CUMBERLAND (ALLEGANY CO.)    |         | 17,200                 |                                               | 44,500                  |                        | 61,700                                |                                       |                                       |
| NEWS, TIMES                  | CMB DLY |                        | 15,691                                        | 91.23                   | 13,897                 | 29,588                                | 30,565                                | 31,609                                |
| NEWS                         | M (M-F) |                        | 6,373                                         | 37.05                   | 7,476                  | 13,849                                | 14,682                                | 14,667                                |
| TIMES                        | E (M-F) |                        | 9,318                                         | 54.17                   | 6,421                  | 15,739                                | 15,883                                | 16,942                                |
| NEWS                         | SAT M   |                        | 14,625                                        | 85.03                   | 13,950                 | 28,575                                | 29,561                                | 29,560                                |
| TIMES                        | SUN     |                        | 15,414                                        | 89.62                   | 19,476                 | 34,890                                | 36,124                                | 36,357                                |
| EASTON (TALBOT CO.)          |         | 3,600                  |                                               | 16,000                  |                        | 19,600                                |                                       |                                       |
| STAR-DEMOCRAT                | M (M-F) |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                         |                        |                                       |                                       |                                       |
| FREDERICK (FREDERICK CO.)    |         | 12,900                 |                                               | 99,200                  |                        | 112,100                               |                                       |                                       |
| POST, NEWS                   | CMB DLY |                        | 10,237                                        | 79.36                   | 25,582                 | 35,819                                | 37,680                                | 36,559                                |
| POST                         | M       |                        | 4,019                                         | 31.16                   | 16,810                 | 20,829                                | 22,508                                | 21,909                                |
| NEWS                         | E       |                        | 6,218                                         | 48.20                   | 8,772                  | 14,990                                | 15,172                                | 14,650                                |
| HAGERSTOWN (WASHINGTON CO.)  |         | 27,000                 |                                               | 51,700                  |                        | 78,700                                |                                       |                                       |
| HERALD, MAIL                 | CMB DLY |                        | 23,148                                        | 85.73                   | 15,598                 | 38,746                                | 42,100                                | 42,103                                |
| HERALD                       | M (M-F) |                        | 6,957                                         | 25.77                   | 9,377                  | 16,334                                | 19,489                                | 19,144                                |
| MAIL                         | E (M-F) |                        | 16,191                                        | 59.97                   | 6,221                  | 22,412                                | 22,611                                | 22,959                                |
| HERALD-MAIL                  | SAT M   |                        | 20,417                                        | 75.62                   | 14,602                 | 35,019                                | 38,078                                | 38,147                                |
| HERALD-MAIL                  | SUN     |                        | 20,720                                        | 76.74                   | 16,164                 | 36,884                                | 40,660                                | 39,769                                |
| LANHAM (PRINCE GEORGES CO.)  |         | 235,200#               |                                               |                         |                        | 235,200                               |                                       |                                       |
| JOURNAL                      | M (M-F) | #                      | 36,141                                        | 15.37                   |                        | 36,141                                | 37,188                                | 39,307                                |
| ROCKVILLE (MONTGOMERY CO.)   |         | 228,800#               |                                               |                         |                        | 228,800                               |                                       |                                       |
| JOURNAL                      | M (M-F) | #                      | 39,097                                        | 17.09                   |                        | 39,097                                | 40,095                                | 38,453                                |
| SALISBURY (WICOMICO CO.)     |         | 12,700                 |                                               | 64,400                  |                        | 77,100                                |                                       |                                       |
| TIMES                        | E       |                        | 8,312                                         | 65.45                   | 16,435                 | 24,747                                | 25,117*                               | 25,641*                               |
| TIMES                        | SUN     |                        | 9,246                                         | 72.80                   | 18,551                 | 27,797                                | 28,388*                               | 28,666*                               |
| WESTMINSTER (CARROLL CO.)    |         | 36,000#                |                                               |                         |                        | 36,000                                |                                       |                                       |
| TIMES                        | M       | #                      | 17,294                                        | 48.04                   |                        | 17,294                                | 18,936                                | 18,453.                               |

| MASSACHUSETTS              |         | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC    | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|----------------------------|---------|---------------|-------------|------------------------|----------------|-------------|------------------------|----------------------------------|---------|---------------------------------------|------------------|
| ATTLEBORO (BRISTOL CO.)    |         | 12,400        |             |                        | 24,400         |             |                        | 36,800                           |         |                                       |                  |
| SUN CHRONICLE              | E       |               | 8,241       | 66.46                  |                | 13,204      | 54.11                  |                                  | 21,445  | 24,375                                | 23,713           |
| BEVERLY (ESSEX CO.)        |         | 14,000        |             |                        | 9,900          |             |                        | 23,900                           |         |                                       |                  |
| TIMES                      | E       |               | 6,255       | 44.68                  |                | 2,302       | 23.25                  |                                  | 8,557   | 9,573*                                | 9,544*           |
| BOSTON (SUFFOLK CO.)       |         | 737,700       |             |                        | 662,200        |             |                        | 1,399,900                        |         |                                       |                  |
| CHRISTIAN SCIENCE MONITOR  | M (M-F) |               |             |                        |                |             |                        |                                  |         | 156,720                               | 151,122          |
| GLOBE                      | M (M-F) |               | 273,214     | 37.04                  |                | 156,612     | 23.65                  |                                  | 429,826 | 514,097                               | 510,567          |
| GLOBE                      | SAT M   |               | 239,234     | 32.43                  |                | 148,469     | 22.42                  |                                  | 387,703 | 467,848                               | 466,453          |
| GLOBE                      | SUN     |               | 397,489     | 53.88                  |                | 240,830     | 36.37                  |                                  | 638,319 | 811,149                               | 802,891          |
| HERALD                     | M (M-F) |               | 197,165     | 26.73                  |                | 77,289      | 11.67                  |                                  | 274,454 | 358,725                               | 368,027          |
| HERALD                     | SAT M   |               | 142,147     | 19.27                  |                | 61,022      | 9.22                   |                                  | 203,169 | 276,762                               | 286,323          |
| HERALD                     | SUN     |               | 135,131     | 18.32                  |                | 61,758      | 9.33                   |                                  | 196,889 | 282,357                               | 308,823          |
| BROCKTON (PLYMOUTH CO.)    |         | 70,700        |             |                        | 78,700         |             |                        | 149,400                          |         |                                       |                  |
| ENTERPRISE                 | E (M-F) |               | 39,140      | 55.36                  |                | 17,291      | 21.97                  |                                  | 56,431  | 58,867*                               | 59,501*          |
| ENTERPRISE                 | SAT M   |               | 38,284      | 54.15                  |                | 17,047      | 21.66                  |                                  | 55,331  | 57,847*                               | 58,321*          |
| ENTERPRISE                 | SUN     |               | 40,254      | 56.94                  |                | 18,907      | 24.02                  |                                  | 59,161  | 62,992*                               | 62,194*          |
| DEDHAM (NORFOLK CO.)       |         | 23,500#       |             |                        |                |             |                        | 23,500                           |         |                                       |                  |
| TRANSCRIPT                 | E (M-F) | #             | 10,418      | 44.33                  |                |             |                        |                                  | 10,418  | 12,188*                               | 12,581*          |
| FALL RIVER (BRISTOL CO.)   |         | 57,400        |             |                        | 6,800          |             |                        | 64,200                           |         |                                       |                  |
| HERALD NEWS                | E       |               | 34,878      | 60.76                  |                | 2,387       | 35.10                  |                                  | 37,265  | 37,830*                               | 39,198*          |
| HERALD NEWS                | SUN     |               | 33,486      | 58.34                  |                | 2,325       | 34.19                  |                                  | 35,811  | 36,229*                               |                  |
| FITCHBURG (WORCESTER CO.)  |         | 28,200        |             |                        | 38,600         |             |                        | 66,800                           |         |                                       |                  |
| SENTINEL & ENTERPRISE      | E       |               | 17,481      | 61.99                  |                | 4,942       | 12.80                  |                                  | 22,423  | 22,696*                               | 23,726*          |
| FRAMINGHAM (MIDDLESEX CO.) |         | 69,100#       |             |                        |                |             |                        | 69,100                           |         |                                       |                  |
| NEWS                       | E       | #             | 33,981      | 49.18                  |                |             |                        |                                  | 33,981  | 47,863*                               | 48,156*          |
| NEWS                       | SUN     | #             | 37,152      | 53.77                  |                |             |                        |                                  | 37,152  | 53,892*                               | 54,196*          |
| GARDNER (WORCESTER CO.)    |         | 7,500         |             |                        | 8,800          |             |                        | 16,300                           |         |                                       |                  |
| NEWS                       | E       |               | 5,492       | 73.23                  |                | 3,211       | 36.49                  |                                  | 8,703   | 9,001                                 | 8,680            |
| GLOUCESTER (ESSEX CO.)     |         | 14,000        |             |                        | 3,100          |             |                        | 17,100                           |         |                                       |                  |
| TIMES                      | E       |               | 10,126      | 72.33                  |                | 921         | 29.71                  |                                  | 11,047  | 11,562*                               | 11,584*          |
| GREENFIELD (FRANKLIN CO.)  |         | 12,300        |             |                        | 16,800         |             |                        | 29,100                           |         |                                       |                  |
| RECORDER                   | E       |               | 9,467       | 76.97                  |                | 5,327       | 31.71                  |                                  | 14,794  | 15,383                                | 15,195           |
| HAVERHILL (ESSEX CO.)      |         | 18,200#       |             |                        | 61,400         |             |                        | 79,600                           |         |                                       |                  |
| GAZETTE                    | E       | #             | 10,429      | 57.30                  |                | 6,367       | 10.37                  |                                  | 16,796  | 17,081*                               | 16,562*          |
| HOLYOKE (HAMPDEN CO.)      |         | 56,900#       |             |                        |                |             |                        | 56,900                           |         |                                       |                  |
| TRANSCRIPT-TELEGRAM        | E       | #             | 23,330      | 41.00                  |                |             |                        |                                  | 23,330  | 23,854*                               | 25,537*          |

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| MASSACHUSETTS               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-----------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| HYANNIS (BARNSTABLE CO.)    |         | 70,400#                |                        |                         |                        | 70,400                                |                                       |                                       |
| CAPE COD TIMES              | M       | #                      | 36,458                 | 51.79                   |                        |                                       | 36,458                                | 37,383*                               |
| CAPE COD TIMES              | SUN     | #                      | 42,273                 | 60.05                   |                        |                                       | 42,273                                | 43,626*                               |
| LAWRENCE (ESSEX CO.)        |         | 70,400#                |                        | 38,500                  |                        | 108,900                               |                                       |                                       |
| EAGLE-TRIBUNE               | E       | #                      | 47,978                 | 68.15                   | 3,916                  | 10.17                                 | 51,894                                | 59,400*                               |
| EAGLE-TRIBUNE               | SUN     | #                      | 47,631                 | 67.66                   | 4,466                  | 11.60                                 | 52,097                                | 60,750*                               |
| LOWELL (MIDDLESEX CO.)      |         | 76,600                 |                        | 46,700                  |                        | 123,300                               |                                       |                                       |
| SUN                         | E       |                        | 50,765                 | 66.27                   | 6,844                  | 14.66                                 | 57,609                                | 58,168                                |
| SUN                         | SUN     |                        | 47,752                 | 62.34                   | 6,141                  | 13.15                                 | 53,893                                | 56,365                                |
| LYNN (ESSEX CO.)            |         | 47,100                 |                        | 99,900                  |                        | 147,000                               |                                       |                                       |
| ITEM                        | E (M-F) |                        | 24,362                 | 51.72                   | 4,862                  | 4.87                                  | 29,224                                | 29,861                                |
| ITEM                        | SAT E   |                        | 20,608                 | 43.75                   | 4,070                  | 4.07                                  | 24,678                                | 25,117                                |
| MALDEN (MIDDLESEX CO.)      |         | 21,500#                |                        |                         |                        | 21,500                                |                                       |                                       |
| NEWS                        | E (M-F) | #                      | 5,827                  | 27.10                   |                        |                                       | 5,827                                 | 7,468                                 |
| MEDFORD (MIDDLESEX CO.)     |         | 20,600#                |                        |                         |                        | 20,600                                |                                       |                                       |
| MERCURY                     | E (M-F) | #                      | 4,919                  | 23.88                   |                        |                                       | 4,919                                 | 5,210                                 |
| MELROSE (MIDDLESEX CO.)     |         | 10,600#                |                        |                         |                        | 10,600                                |                                       |                                       |
| NEWS                        | E (M-F) | #                      | 1,818                  | 17.15                   |                        |                                       | 1,818                                 | 1,958                                 |
| MILFORD (WORCESTER CO.)     |         | 28,900#                |                        |                         |                        | 28,900                                |                                       |                                       |
| NEWS                        | E       | #                      | 12,195                 | 42.20                   |                        |                                       | 12,195                                | 13,382                                |
| NEW BEDFORD (BRISTOL CO.)   |         | 54,500                 |                        | 30,500                  |                        | 85,000                                |                                       |                                       |
| STANDARD TIMES              | E (M-F) |                        | 33,044                 | 60.63                   | 13,614                 | 44.64                                 | 46,658                                | 47,349*                               |
| STANDARD TIMES              | SAT M   |                        | 32,826                 | 60.23                   | 13,571                 | 44.50                                 | 46,397                                | 47,112*                               |
| STANDARD TIMES              | SUN     |                        | 34,151                 | 62.66                   | 14,787                 | 48.48                                 | 48,938                                | 51,298*                               |
| NEWBURYPORT (ESSEX CO.)     |         | 11,900                 |                        | 23,200                  |                        | 35,100                                |                                       |                                       |
| NEWS                        | E       |                        | 7,037                  | 59.13                   | 4,631                  | 19.96                                 | 11,668                                | 12,108*                               |
| NORTH ADAMS (BERKSHIRE CO.) |         | 12,900                 |                        | 5,300                   |                        | 18,200                                |                                       |                                       |
| TRANSCRIPT                  | E       |                        | 10,150                 | 78.68                   | 646                    | 12.19                                 | 10,796                                | 11,113                                |
| NORTHAMPTON (HAMPSHIRE CO.) |         | 17,200                 |                        | 16,300                  |                        | 33,500                                |                                       |                                       |
| GAZETTE                     | E       |                        | 12,084                 | 70.26                   | 7,170                  | 43.99                                 | 19,254                                | 20,540                                |
| PEABODY (ESSEX CO.)         |         | 16,400                 |                        | 3,600                   |                        | 20,000                                |                                       |                                       |
| TIMES                       | E       |                        | 3,494                  | 21.30                   | 44                     | 1.22                                  | 3,538                                 | 3,602*                                |

|                                                |         | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC    | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|------------------------------------------------|---------|---------------|-------------|------------------------|----------------|-------------|------------------------|----------------------------------|---------|---------------------------------------|------------------|
| MASSACHUSETTS                                  |         |               |             |                        |                |             |                        |                                  |         |                                       |                  |
| PITTSFIELD (BERKSHIRE CO.)<br>EAGLE            | M       | 27,700#       | 21,862      | 78.92                  | 12,100         | 5,361       | 44.31                  | 39,800                           | 27,223  | 32,618                                | 32,411           |
| QUINCY (NORFOLK CO.)<br>PATRIOT LEDGER         | E (M-F) | 67,000        | 40,988      | 61.18                  | 52,600         | 25,941      | 49.32                  | 119,600                          | 66,929  | 90,865*                               | 88,562*          |
| PATRIOT LEDGER                                 | SAT M   |               | 43,606      | 65.08                  |                | 27,238      | 51.78                  |                                  | 70,844  | 95,540*                               | 91,020*          |
| SALEM (ESSEX CO.)<br>NEWS                      | E       | 48,300        | 23,206      | 48.05                  | 42,300         | 7,533       | 17.81                  | 90,600                           | 30,739  | 31,438                                | 31,096           |
| SPRINGFIELD (HAMPDEN CO.)<br>UNION, NEWS       | CMB DLY | 133,300       | 100,090     | 75.09                  | 100,200        | 26,998      | 26.94                  | 233,500                          | 127,088 | 134,407                               | 139,839          |
| UNION                                          | M       |               | 45,301      | 33.98                  |                | 16,705      | 16.67                  |                                  | 62,006  | 68,893                                | 70,957           |
| NEWS                                           | E       |               | 54,789      | 41.10                  |                | 10,293      | 10.27                  |                                  | 65,082  | 65,514                                | 68,882           |
| REPUBLICAN                                     | SUN     |               | 96,930      | 72.72                  |                | 40,500      | 40.42                  |                                  | 137,430 | 155,147                               | 154,446          |
| TAUNTON (BRISTOL CO.)<br>GAZETTE               | E       | 16,900        | 9,794       | 57.95                  | 23,300         | 3,929       | 16.86                  | 40,200                           | 13,723  | 14,002*                               | 14,090*          |
| WALHAM (MIDDLESEX CO.)<br>NEWS-TRIBUNE         | E (M-F) | 21,100        | 8,245       | 39.08                  | 67,700         | 4,708       | 6.95                   | 88,800                           | 12,953  | 13,168*                               | 13,375*          |
| WORCESTER (WORCESTER CO.)<br>TELEGRAM, GAZETTE | CMB DLY | 95,100        | 80,822      | 84.99                  | 124,400        | 44,058      | 35.42                  | 219,500                          | 124,880 | 138,825*                              | 141,330*         |
| TELEGRAM                                       | M       |               | 30,626      | 32.20                  |                | 16,642      | 13.38                  |                                  | 47,268  | 56,648*                               | 56,197*          |
| GAZETTE                                        | E       |               | 50,196      | 52.78                  |                | 27,416      | 22.04                  |                                  | 77,612  | 82,177*                               | 85,133*          |
| TELEGRAM                                       | SUN     |               | 65,566      | 68.94                  |                | 44,655      | 35.90                  |                                  | 110,221 | 127,145*                              | 126,115*         |
| MICHIGAN                                       |         |               |             |                        |                |             |                        |                                  |         |                                       |                  |
| ADRIAN (LENAWEE CO.)<br>TELEGRAM               | E       | 7,200         | 5,369       | 74.57                  | 23,400         | 11,151      | 47.65                  | 30,600                           | 16,520  | 16,790                                | 17,076           |
| ALPENA (ALPENA CO.)<br>NEWS                    | E       | 8,000         | 7,319       | 91.49                  | 12,400         | 4,730       | 38.15                  | 20,400                           | 12,049  | 12,716                                | 12,464           |
| ANN ARBOR (WASHTENAW CO.)<br>NEWS              | E       | 47,400        | 23,423      | 49.42                  | 83,100         | 25,195      | 30.32                  | 130,500                          | 48,618  | 49,633                                | 48,935           |
| NEWS                                           | SUN     |               | 27,110      | 57.19                  |                | 30,409      | 36.59                  |                                  | 57,519  | 58,887                                | 58,082           |
| BAD AXE (HURON CO.)<br>TRIBUNE                 | E (M-F) | 1,200         | 1,423       | 118.58                 | 14,100         | 6,603       | 46.83                  | 15,300                           | 8,026   | 8,739                                 | 9,154            |

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#NEWSPAPER DESIGNATED MARKET

|                                           |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| MICHIGAN                                  |         |                        |                        |                         |                        |                                       |                                       |                                       |
| BATTLE CREEK (CALHOUN CO.)                |         | 38,400                 |                        | 54,500                  |                        | 92,900                                |                                       |                                       |
| ENQUIRER                                  | E (M-F) | 19,342                 | 50.37                  | 9,666                   | 17.74                  | 29,008                                | 29,267                                | 29,750                                |
| ENQUIRER                                  | SAT M   | 18,573                 | 48.37                  | 9,777                   | 17.94                  | 28,350                                | 28,609                                | 29,328                                |
| ENQUIRER                                  | SUN     | 24,544                 | 63.92                  | 13,255                  | 24.32                  | 37,799                                | 38,094                                | 38,768                                |
| BAY CITY (BAY CO.)                        |         | 28,300#                |                        | 49,900                  |                        | 78,200                                |                                       |                                       |
| TIMES                                     | E       | #                      | 21,599                 | 13,681                  | 27.42                  | 35,280                                | 39,052*                               | 39,341*                               |
| TIMES                                     | SUN     | #                      | 23,310                 | 17,408                  | 34.89                  | 40,718                                | 46,259*                               | 46,141*                               |
| BENTON HARBOR-ST. JOSEPH<br>(BERRIEN CO.) |         | 74,900#                |                        |                         |                        | 74,900                                |                                       |                                       |
| HERALD-PALLADIUM                          | E       | #                      | 33,993                 | 45.38                   |                        | 33,993                                | 36,284                                | 36,288                                |
| DETROIT (WAYNE CO.)                       |         | 495,200                |                        | 1,189,100               |                        | 1,684,300                             |                                       |                                       |
| FREE PRESS                                | M (M-F) | 158,404                | 31.99                  | 354,600                 | 29.82                  | 513,004                               | 645,266                               | 646,476                               |
| FREE PRESS                                | SAT M   | 136,778                | 27.62                  | 332,688                 | 27.98                  | 469,466                               | 583,379                               | 588,295                               |
| FREE PRESS                                | SUN     | 150,009                | 30.29                  | 389,672                 | 32.77                  | 539,681                               | 744,494                               | 778,178                               |
| NEWS                                      | ALL DAY |                        |                        |                         |                        |                                       |                                       |                                       |
| NEWS                                      | (M-F)   | 200,852                | 40.56                  | 382,860                 | 32.20                  | 583,712                               | 650,445                               | 666,949                               |
| NEWS                                      | SAT M   | 190,773                | 38.52                  | 376,599                 | 31.67                  | 567,372                               | 624,211                               | 641,737                               |
| NEWS                                      | SUN     | 244,337                | 49.34                  | 502,937                 | 42.30                  | 747,274                               | 832,365                               | 884,763                               |
| ESCANABA (DELTA CO.)                      |         | 7,200                  |                        | 10,300                  |                        | 17,500                                |                                       |                                       |
| PRESS                                     | E       |                        | 5,308                  | 73.72                   | 4,619                  | 44.84                                 | 9,927                                 | 10,283*                               |
| FLINT (GENESEE CO.)                       |         | 109,200                |                        | 112,300                 |                        | 221,500                               |                                       |                                       |
| JOURNAL                                   | E (M-F) | 78,345                 | 71.74                  | 29,168                  | 25.97                  | 107,513                               | 103,611                               | 109,876                               |
| JOURNAL                                   | SAT M   | 73,933                 | 67.70                  | 30,232                  | 26.92                  | 104,165                               | 105,354                               | 105,923                               |
| JOURNAL                                   | SUN     | 81,104                 | 74.27                  | 36,746                  | 32.72                  | 117,850                               | 120,145                               | 119,182                               |
| GRAND HAVEN (OTTAWA CO.)                  |         | 6,700                  |                        | 7,300                   |                        | 14,000                                |                                       |                                       |
| TRIBUNE                                   | E       |                        | 4,884                  | 72.90                   | 4,185                  | 57.33                                 | 9,069                                 | 9,938*                                |
| GRAND RAPIDS (KENT CO.)                   |         | 146,100                |                        | 134,400                 |                        | 280,500                               |                                       |                                       |
| PRESS                                     | E       | 97,977                 | 67.06                  | 35,390                  | 26.33                  | 133,367                               | 139,713                               | 132,823                               |
| PRESS                                     | SUN     | 110,004                | 75.29                  | 56,428                  | 41.99                  | 166,432                               | 183,689                               | 172,090                               |
| GREENVILLE (MONTCALM CO.)                 |         | 3,300                  |                        | 16,200                  |                        | 19,500                                |                                       |                                       |
| NEWS & BELDING BANNER                     | E       |                        | 2,295                  | 69.55                   | 5,381                  | 33.22                                 | 7,676                                 | 8,206                                 |
| HOLLAND (OTTAWA CO.)                      |         | 24,700#                |                        | 9,600                   |                        | 34,300                                |                                       |                                       |
| SENTINEL                                  | E       | #                      | 15,014                 | 60.79                   | 2,859                  | 29.78                                 | 17,873                                | 18,703                                |
| HOUGHTON (HOUGHTON CO.)                   |         | 3,300                  |                        | 16,500                  |                        | 19,800                                |                                       |                                       |
| MINING GAZETTE                            | E       |                        | 2,764                  | 83.76                   | 8,420                  | 51.03                                 | 11,184                                | 11,865                                |

|                                                       |     | CZ OR NDM |        | RATIO         | RTZ OR NDM |        | RATIO         | TOTAL NDM OR |        | TOTAL CIRCULATION |                  |
|-------------------------------------------------------|-----|-----------|--------|---------------|------------|--------|---------------|--------------|--------|-------------------|------------------|
| MICHIGAN                                              |     | OH'S      | CIRC   | CIRC/<br>OH'S | OH'S       | CIRC   | CIRC/<br>OH'S | CZ & RTZ     | CIRC   | AS OF<br>3/31/86  | AS OF<br>3/31/85 |
| IRON MOUNTAIN-KINGSFORD<br>(DICKINSON CO.)<br>NEWS    | E   | 5,600     | 4,627  | 82.63         | 13,400     | 5,313  | 39.65         | 19,000       | 9,940  | 10,373            | 10,439           |
| IRONWOOD (GOGEIC CO.)<br>GLOBE                        | E   | 4,800     | 3,583  | 74.65         | 15,900     | 4,404  | 27.70         | 20,700       | 7,987  | 8,483*            | 8,566*           |
| JACKSON (JACKSON CO.)<br>CITIZEN PATRIOT              | E   | 29,700#   | 21,211 | 71.42         | 47,300     | 15,727 | 33.25         | 77,000       | 36,938 | 37,377            | 37,534           |
| CITIZEN PATRIOT                                       | SUN | #         | 22,329 | 75.18         |            | 18,484 | 39.08         |              | 40,813 | 41,497            | 41,411           |
| KALAMAZOO (KALAMAZOO CO.)<br>GAZETTE                  | E   | 54,500    | 35,532 | 65.20         | 68,400     | 26,996 | 39.47         | 122,900      | 62,528 | 63,798            | 62,991           |
| GAZETTE                                               | SUN |           | 38,903 | 71.38         |            | 33,661 | 49.21         |              | 72,564 | 75,919            | 75,006           |
| LANSING-EAST LANSING<br>(INGHAM CO.)<br>STATE JOURNAL | M   | 95,000    | 44,850 | 47.21         | 59,000     | 20,143 | 34.14         | 154,000      | 64,993 | 67,170            | 68,425           |
| STATE JOURNAL                                         | SUN |           | 51,581 | 54.30         |            | 27,070 | 45.88         |              | 78,651 | 81,838            | 80,858           |
| LUDINGTON (MASON CO.)<br>NEWS                         | E   | 3,700     | 2,877  | 77.76         | 12,200     | 4,156  | 34.07         | 15,900       | 7,033  | 7,830             | 8,170            |
| MARQUETTE (MARQUETTE CO.)<br>MINING JOURNAL           | E   | 7,300     | 6,805  | 93.22         | 18,600     | 8,983  | 48.30         | 25,900       | 15,788 | 17,535            | 17,367           |
| MENOMINEE (MENOMINEE CO.)<br>HERALD-LEADER            | E   | 3,900     | 2,267  | 58.13         | 12,600     | 2,295  | 18.21         | 16,500       | 4,562  | 4,760             | 4,758            |
| MIDLAND (MIDLAND CO.)<br>NEWS                         | E   | 14,700    | 10,666 | 72.56         | 26,100     | 7,082  | 27.13         | 40,800       | 17,748 | 18,080            | 17,488           |
| MONROE (MONROE CO.)<br>NEWS                           | E   | 10,800    | 8,423  | 77.99         | 35,300     | 16,534 | 46.84         | 46,100       | 24,957 | 26,785*           | 26,479*          |
| MOUNT CLEMENS (MACOMB CO.)<br>DAILY                   | E   | 95,700#   | 26,781 | 27.98         |            |        |               | 95,700       | 26,781 | 48,739            | 55,092           |
| MOUNT PLEASANT (ISABELLA CO.)<br>SUN                  | M   | 22,700#   | 10,251 | 45.16         |            |        |               | 22,700       | 10,251 | 11,706*           | 11,217*          |
| MUSKEGON (MUSKEGON CO.)<br>CHRONICLE                  | E   | 34,900    | 27,900 | 79.94         | 43,800     | 16,655 | 38.03         | 78,700       | 44,555 | 46,337            | 46,196           |
| CHRONICLE                                             | SUN |           | 28,398 | 81.37         |            | 19,236 | 43.92         |              | 47,634 | 49,958            | 49,758           |

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|                                                       |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                        | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------------------------------|---------|------------------------|------------------------|-------------------------|-----------------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| MICHIGAN                                              |         |                        |                        |                         |                                               |                                       |                                       |                                       |
| PETOSKEY (EMMET CO.)<br>NEWS-REVIEW                   | E (M-F) | 16,600#<br>#           | 9,888                  | 59.57                   |                                               | 16,600<br>9,888                       | 10,898                                | 10,312                                |
| PONTIAC (OAKLAND CO.)<br>PRESS                        | E (M-F) | 163,300#<br>#          | 69,885                 | 42.80                   |                                               | 163,300<br>69,885                     | 71,693                                | 71,460                                |
| PRESS                                                 | SAT M   | #                      | 69,354                 | 42.47                   |                                               | 69,354                                | 71,155                                | 71,367                                |
| PRESS                                                 | SUN     | #                      | 76,866                 | 47.07                   |                                               | 76,866                                | 79,062                                | 80,765                                |
| PORT HURON (ST. CLAIR CO.)<br>TIMES HERALD            | E       | 27,400#<br>#           | 17,504                 | 63.88                   | 36,200<br>8,542                               | 63,600<br>23.60                       | 27,034                                | 27,211                                |
| TIMES HERALD                                          | SUN     | #                      | 20,461                 | 74.68                   | 10,028                                        | 27.70                                 | 31,598                                | 31,041                                |
| ROYAL OAK (OAKLAND CO.)<br>TRIBUNE                    | E       | 86,400                 | 34,235                 | 39.62                   | 63,800<br>4,338                               | 150,200<br>6.80                       | 39,319                                | 40,412                                |
| SAGINAW (SAGINAW CO.)<br>NEWS                         | E       | 54,700#<br>#           | 33,688                 | 61.59                   | 22,800<br>14,896                              | 77,500<br>65.33                       | 56,234*                               | 56,032*                               |
| NEWS                                                  | SUN     | #                      | 34,499                 | 63.07                   | 16,357                                        | 71.74                                 | 61,580*                               | 61,726*                               |
| SAULT STE. MARIE<br>(CHIPPEWA CO.)<br>NEWS            | E (M-F) | 7,200#<br>#            | 5,047                  | 70.10                   | 8,400<br>1,967                                | 15,600<br>23.42                       | 7,629*                                | 8,175                                 |
| STURGIS (ST. JOSEPH CO.)<br>JOURNAL                   | E       | 3,800                  | 3,029                  | 79.71                   | 14,200<br>5,357                               | 18,000<br>37.73                       | 8,653                                 | 8,763                                 |
| TRAVERSE CITY<br>(GRAND TRAVERSE CO.)<br>RECORD-EAGLE | E       | 39,600#<br>#           | 22,354                 | 56.45                   |                                               | 39,600                                | 23,531*                               | 23,812*                               |
| YPSILANTI (WASHTENAW CO.)<br>PRESS                    | E (M-F) | 24,300                 | 9,055                  | 37.26                   | 39,900<br>6,328                               | 64,200<br>15.86                       | 15,764                                | 15,257                                |
| PRESS                                                 | SAT M   |                        | 8,955                  | 36.85                   | 6,272                                         | 15.72                                 | 15,556                                | 15,048                                |
| PRESS                                                 | SUN     |                        | 9,090                  | 37.41                   | 6,369                                         | 15.96                                 | 15,820                                | 15,397                                |
| MINNESOTA                                             |         |                        |                        |                         |                                               |                                       |                                       |                                       |
| ALBERT LEA (FREEBORN CO.)<br>TRIBUNE                  | E (M-F) | 8,100                  | 5,591                  | 69.02                   | 11,000<br>3,429                               | 19,100<br>31.17                       | 9,339                                 | 9,579                                 |
| TRIBUNE                                               | SUN     |                        | 5,800                  | 71.60                   | 3,460                                         | 31.45                                 | 9,580                                 | 9,699                                 |
| AUSTIN (MOWER CO.)<br>HERALD                          | E (M-F) | 9,200                  |                        |                         | 7,300                                         | 16,500                                |                                       |                                       |
| HERALD                                                | SUN     |                        |                        |                         | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                                       |                                       |
|                                                       |         |                        |                        |                         | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                                       |                                       |

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|                               |          | CZ OR NDM |         | RATIO | RIZ OR NDM |       | RATIO | TOTAL NDM OR | TOTAL CIRCULATION |         |
|-------------------------------|----------|-----------|---------|-------|------------|-------|-------|--------------|-------------------|---------|
| MINNESOTA                     |          | OH'S      | CIRC    | CIRC/ | OH'S       | CIRC  | CIRC/ | CZ & RIZ     | AS OF             | AS OF   |
|                               |          | OH'S      | CIRC    | OH'S  | OH'S       | CIRC  | OH'S  | OH'S         | 3/31/86           | 3/31/85 |
| DULUTH (ST. LOUIS CO.)        |          | 38,300#   |         |       | 124,100    |       |       | 162,400      |                   |         |
| NEWS-TRIBUNE & HERALD         | M        | #         | 26,819  | 70.02 | 33,633     | 27.10 |       | 60,452       | 62,440            | 62,803  |
| NEWS-TRIBUNE & HERALD         | SUN      | #         | 31,937  | 83.39 | 46,909     | 37.80 |       | 78,846       | 82,112            | 83,167  |
| FAIRMONT (MARTIN CO.)         |          | 4,800     |         |       | 23,800     |       |       | 28,600       |                   |         |
| SENTINEL                      | M        |           | 3,786   | 78.88 | 6,918      | 29.07 |       | 10,704       | 11,256*           | 11,563* |
| PARIBAUT (RICE CO.)           |          | 6,200     |         |       | 17,200     |       |       | 23,400       |                   |         |
| NEWS                          | E        |           | 5,092   | 82.13 | 3,438      | 19.99 |       | 8,530        | 8,900             | 8,924   |
| FERGUS FALLS (OTTER TAIL CO.) |          | 4,800     |         |       | 24,500     |       |       | 29,300       |                   |         |
| JOURNAL                       | E        |           | 4,555   | 94.90 | 7,157      | 29.21 |       | 11,712       | 12,988            | 13,067  |
| MANKATO (BLUE EARTH CO.)-     |          | 14,100    |         |       | 45,300     |       |       | 59,400       |                   |         |
| NORTH MANKATO (NICOLLET CO.)  | E        |           | 10,280  | 72.91 | 14,702     | 32.45 |       | 24,982       | 26,166*           | 26,715* |
| FREE PRESS                    |          |           |         |       |            |       |       |              |                   |         |
| MARSHALL (LYON CO.)           |          | 3,900     |         |       | 12,100     |       |       | 16,000       |                   |         |
| INDEPENDENT                   | M        |           | 3,067   | 78.64 | 5,369      | 44.37 |       | 8,436        | 8,882             | 8,933*  |
| MINNEAPOLIS (HENNEPIN CO.)    |          | 844,400#  |         |       | 415,600    |       |       | 1,260,000    |                   |         |
| STAR & TRIBUNE                | M        | #         | 312,264 | 36.98 | 49,788     | 11.98 |       | 362,052      | 382,499           | 383,657 |
| STAR & TRIBUNE                | SUN      | #         | 472,426 | 55.95 | 102,831    | 24.74 |       | 575,257      | 612,604           | 596,181 |
| NEW ULM (BROWN CO.)           |          | 5,000     |         |       | 14,100     |       |       | 19,100       |                   |         |
| JOURNAL                       | M (TU-S) |           | 3,946   | 78.92 | 5,662      | 40.16 |       | 9,608        | 10,671*           | 11,073* |
| JOURNAL                       | SUN      |           | 4,082   | 81.64 | 5,708      | 40.48 |       | 9,790        | 10,856*           | 11,183* |
| OWATONNA (STEELE CO.)         |          | 6,900     |         |       | 4,400      |       |       | 11,300       |                   |         |
| PEOPLE'S PRESS                | M (TU-S) |           | 5,116   | 74.14 | 1,725      | 39.20 |       | 6,841        | 7,275*            | 7,479   |
| PEOPLE'S PRESS                | SUN      |           | 5,270   | 76.38 | 1,746      | 39.68 |       | 7,016        | 7,446*            | 7,625   |
| RED WING (GOODHUE CO.)        |          | 5,500     |         |       | 15,200     |       |       | 20,700       |                   |         |
| REPUBLICAN EAGLE              | E        |           | 4,308   | 78.33 | 4,040      | 26.58 |       | 8,348        | 8,722             | 8,677*  |
| ROCHESTER (OLMSTED CO.)       |          | 27,500    |         |       | 33,600     |       |       | 61,100       |                   |         |
| POST-BULLETIN                 | E (M-F)  |           | 21,567  | 78.43 | 16,128     | 48.00 |       | 37,695       | 39,619            | 40,320  |
| POST-BULLETIN                 | WKND     |           | 21,768  | 79.16 | 16,406     | 48.83 |       | 38,174       | 40,279            | 40,260  |
| ST. CLOUD (STEARNS CO.)       |          | 20,800    |         |       | 25,200     |       |       | 46,000       |                   |         |
| TIMES                         | E        |           | 15,042  | 72.32 | 9,861      | 39.13 |       | 24,903       | 28,367            | 28,222  |

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|                                   |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-----------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| MINNESOTA                         |         |                        |                        |                         |                        |                                       |                                       |                  |
| ST. PAUL (RAMSEY CO.)             |         | 452,200#               |                        |                         |                        | 452,200                               |                                       |                  |
| PIONEER PRESS & DISPATCH          | ALL DAY |                        |                        |                         |                        |                                       |                                       |                  |
| PIONEER PRESS & DISPATCH          | (M-F)   | #                      | 168,154                | 37.19                   |                        |                                       | 168,154                               | 186,927          |
| PIONEER PRESS & DISPATCH          | SAT M   | #                      | 157,995                | 34.94                   |                        |                                       | 157,995                               | 174,555          |
| PIONEER PRESS & DISPATCH          | SUN     | #                      | 219,686                | 48.58                   |                        |                                       | 219,686                               | 244,218          |
| STILLWATER (WASHINGTON CO.)       |         | 6,400#                 |                        | 6,200                   |                        | 12,600                                |                                       |                  |
| GAZETTE                           | E (M-F) | #                      | 3,913                  | 61.14                   | 721                    | 11.63                                 | 4,634                                 | 5,029            |
| WINONA (WINONA CO.)               |         | 9,600                  |                        | 36,000                  |                        | 45,600                                |                                       |                  |
| NEWS                              | M       |                        | 7,183                  | 74.82                   | 7,292                  | 20.26                                 | 14,475                                | 14,814           |
| NEWS                              | SUN     |                        | 7,073                  | 73.68                   | 7,354                  | 20.43                                 | 14,427                                | 15,903           |
| MISSISSIPPI                       |         |                        |                        |                         |                        |                                       |                                       |                  |
| BILOXI-GULFPORT<br>(HARRISON CO.) |         | 47,700                 |                        | 42,100                  |                        | 89,800                                |                                       |                  |
| SUN-HERALD                        | ALL DAY |                        |                        |                         |                        |                                       |                                       |                  |
| SUN-HERALD                        | (M-F)   |                        | 27,481                 | 57.61                   | 20,204                 | 47.99                                 | 47,685                                | 49,652*          |
| SUN-HERALD                        | SAT M   |                        | 26,462                 | 55.48                   | 20,000                 | 47.51                                 | 46,462                                | 48,490*          |
| SUN-HERALD                        | SUN     |                        | 28,294                 | 59.32                   | 21,640                 | 51.40                                 | 49,934                                | 51,941*          |
| BROOKHAVEN (LINCOLN CO.)          |         | 4,000                  |                        | 14,500                  |                        | 18,500                                |                                       |                  |
| LEADER                            | E (M-F) |                        | 3,145                  | 78.63                   | 4,334                  | 29.89                                 | 7,479                                 | 7,724            |
| CLARKSDALE (COAHOMA CO.)          |         | 7,500                  |                        | 15,300                  |                        | 22,800                                |                                       |                  |
| PRESS REGISTER                    | E (M-F) |                        | 4,908                  | 65.44                   | 2,503                  | 16.36                                 | 7,411                                 | 7,692            |
| PRESS REGISTER                    | WKND    |                        | 4,943                  | 65.91                   | 2,455                  | 16.05                                 | 7,398                                 | 7,679            |
| CLEVELAND (BOLIVAR CO.)           |         | 17,900#                |                        |                         |                        | 17,900                                |                                       |                  |
| COMMERCIAL                        | E (M-F) | #                      | 6,109                  | 34.13                   |                        |                                       | 6,109                                 | 6,285            |
| CORINTH (ALCORN CO.)              |         | 17,700#                |                        |                         |                        | 17,700                                |                                       |                  |
| CORINTHIAN                        | E (M-F) | #                      | 8,483                  | 47.93                   |                        |                                       | 8,483                                 | 9,678            |
| GREENVILLE (WASHINGTON CO.)       |         | 13,500                 |                        | 16,600                  |                        | 30,100                                |                                       |                  |
| DELTA DEMOCRAT-TIMES              | E (M-F) |                        | 7,281                  | 53.93                   | 5,638                  | 33.96                                 | 12,919                                | 14,736           |
| DELTA DEMOCRAT-TIMES              | SUN     |                        | 7,672                  | 56.83                   | 5,931                  | 35.73                                 | 13,603                                | 15,657           |
| GREENWOOD (LEFLORE CO.)           |         | 7,400                  |                        | 19,700                  |                        | 27,100                                |                                       |                  |
| COMMONWEALTH                      | E (M-F) |                        | 5,351                  | 72.31                   | 2,999                  | 15.22                                 | 8,350                                 | 8,925            |
| COMMONWEALTH                      | SUN     |                        | 5,578                  | 75.38                   | 3,048                  | 15.47                                 | 8,626                                 | 9,202            |

|                                                                                                                     |                                               | CZ OR NDM<br>OH'S CIRC                                       | RATIO<br>CIRC/<br>OH'S                    | RTZ OR NDM<br>OH'S CIRC                                      | RATIO<br>CIRC/<br>OH'S                  | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC                         | TOTAL CIRCULATION<br>AS OF<br>3/31/86            | AS OF<br>3/31/85                                 |
|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|--------------------------------------------------------------|-------------------------------------------|--------------------------------------------------------------|-----------------------------------------|---------------------------------------------------------------|--------------------------------------------------|--------------------------------------------------|
| MISSISSIPPI                                                                                                         |                                               |                                                              |                                           |                                                              |                                         |                                                               |                                                  |                                                  |
| HATTIESBURG (FORREST CO.)<br>AMERICAN<br>AMERICAN                                                                   | E<br>SUN                                      | 23,000<br><br>13,660<br>14,812                               | 59.39<br>64.40                            | 34,000<br><br>9,206<br>10,237                                | 27.08<br>30.11                          | 57,000<br><br>22,866<br>25,049                                | 24,525*<br>27,274*                               | 24,201*<br>26,577*                               |
| JACKSON (HINDS CO.)<br>CLARION-LEDGER, NEWS<br>CLARION-LEDGER<br>NEWS<br>CLARION-LEDGER/NEWS<br>CLARION-LEDGER/NEWS | CMB DLY<br>M (M-F)<br>E (M-F)<br>SAT M<br>SUN | 99,400<br><br>61,006<br>39,834<br>21,172<br>56,721<br>62,112 | 61.37<br>40.07<br>21.30<br>57.06<br>62.49 | 128,600<br><br>19,572<br>12,054<br>7,518<br>19,957<br>26,679 | 15.22<br>9.37<br>5.85<br>15.52<br>20.75 | 228,000<br><br>80,578<br>51,888<br>28,690<br>76,678<br>88,791 | 102,220<br>69,060<br>33,160<br>98,346<br>115,940 | 102,935<br>68,517<br>34,418<br>99,727<br>114,176 |
| LAUREL (JONES CO.)<br>LEADER-CALL                                                                                   | E                                             | 8,200<br>4,778                                               | 58.27                                     | 29,500<br>5,323                                              | 18.04                                   | 37,700<br>10,101                                              | 10,215*                                          | 10,431*                                          |
| MCCOMB (PIKE CO.)<br>ENTERPRISE-JOURNAL<br>ENTERPRISE-JOURNAL                                                       | E (M-F)<br>SUN                                | 6,600<br>4,146<br>4,179                                      | 62.82<br>63.32                            | 22,700<br>8,516<br>8,558                                     | 37.52<br>37.70                          | 29,300<br>12,662<br>12,737                                    | 13,128<br>13,202                                 | 13,148<br>13,287                                 |
| MERIDIAN (LAUDERDALE CO.)<br>STAR<br>STAR                                                                           | E<br>SUN                                      | 18,600<br>10,051<br>11,154                                   | 54.04<br>59.97                            | 79,700<br>13,012<br>15,547                                   | 16.33<br>19.51                          | 98,300<br>23,063<br>26,701                                    | 23,265*<br>26,903*                               | 23,395*<br>26,788*                               |
| NATCHEZ (ADAMS CO.)<br>DEMOCRAT<br>DEMOCRAT                                                                         | M<br>SUN                                      | 10,200<br>7,742<br>7,791                                     | 75.90<br>76.38                            | 16,700<br>5,330<br>5,632                                     | 31.92<br>33.72                          | 26,900<br>13,072<br>13,423                                    | 13,519<br>13,883                                 | 13,845<br>14,367                                 |
| PASCAGOULA (JACKSON CO.)<br>PRESS<br>PRESS REGISTER                                                                 | E (M-F)<br>SUN                                | 47,700#<br>#<br>#<br>22,189<br>22,784                        | 46.52<br>47.77                            |                                                              |                                         | 47,700<br>22,189<br>22,784                                    | 23,328*<br>24,133*                               | 22,411*<br>23,242*                               |
| TUPELO (LEE CO.)<br>NORTHEAST JOURNAL                                                                               | M                                             | 11,400<br>8,175                                              | 71.71                                     | 95,500<br>25,394                                             | 26.59                                   | 106,900<br>33,569                                             | 35,460*                                          | 34,787*                                          |
| VICKSBURG (WARREN CO.)<br>POST<br>POST                                                                              | E<br>SUN                                      | 10,300<br>6,116<br>6,098                                     | 59.38<br>59.20                            | 29,900<br>8,820<br>9,235                                     | 29.50<br>30.89                          | 40,200<br>14,936<br>15,333                                    | 15,104<br>15,590                                 | 15,712<br>16,259                                 |
| MISSOURI                                                                                                            |                                               |                                                              |                                           |                                                              |                                         |                                                               |                                                  |                                                  |
| CAPE GIRARDEAU<br>(CAPE GIRARDEAU CO.)<br>SOUTHEAST MISSOURIAN<br>SOUTHEAST MISSOURIAN                              | E (M-F)<br>SUN                                | 12,700<br>5,577<br>5,741                                     | 43.91<br>45.20                            | 28,900<br>6,803<br>7,107                                     | 23.54<br>24.59                          | 41,600<br>12,380<br>12,848                                    | 13,533<br>14,054                                 | 14,513<br>14,859                                 |

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|                               |          | CZ OR NDM | RATIO      | RTZ OR NDM | RATIO      | TOTAL NDM OR  | TOTAL CIRCULATION |               |  |
|-------------------------------|----------|-----------|------------|------------|------------|---------------|-------------------|---------------|--|
| MISSOURI                      |          | OH'S      | CIRC/ OH'S | OH'S       | CIRC/ OH'S | CZ & RTZ OH'S | AS OF 3/31/86     | AS OF 3/31/85 |  |
| COLUMBIA (BOONE CO.)          |          | 38,300#   |            |            |            | 38,300        |                   |               |  |
| TRIBUNE                       | E (M-F)  | #         | 15,434     | 40.30      |            | 15,434        | 17,262*           | 16,993*       |  |
| TRIBUNE                       | SAT M    | #         | 14,761     | 38.54      |            | 14,761        | 16,532*           | 16,468*       |  |
| TRIBUNE                       | SUN      | #         | 18,155     | 47.40      |            | 18,155        | 20,720*           | 20,424*       |  |
| FLAT RIVER (ST. FRANCOIS CO.) |          | 4,500     |            | 9,500      |            | 14,000        |                   |               |  |
| JOURNAL                       | E (M-F)  |           | 2,694      | 59.87      | 6,082      | 8,776         | 9,004*            | 9,179         |  |
| HANNIBAL (MARION CO.)         |          | 7,200     |            | 29,200     |            | 36,400        |                   |               |  |
| COURIER-POST                  | E        |           | 5,493      | 76.29      | 5,278      | 10,771        | 11,753*           | 12,100*       |  |
| JEFFERSON CITY (COLE CO.)     |          | 17,100    |            | 40,200     |            | 57,300        |                   |               |  |
| CAPITAL NEWS, POST-TRIBUNE    | CMB DLY  |           | 13,543     | 79.20      | 7,665      | 21,208        | 21,795            | 21,648        |  |
| CAPITAL NEWS                  | M (TU-S) |           | 506        | 2.96       | 3,330      | 3,836         | 4,175             | 4,122         |  |
| POST-TRIBUNE                  | E (M-F)  |           | 13,037     | 76.24      | 4,335      | 17,372        | 17,620            | 17,526        |  |
| NEWS & TRIBUNE                | SUN      |           | 13,684     | 80.02      | 9,358      | 23,042        | 23,603            | 23,321        |  |
| JOPLIN (JASPER CO.)           |          | 24,300    |            | 79,100     |            | 103,400       |                   |               |  |
| GLOBE                         | M        |           | 17,509     | 72.05      | 18,386     | 35,895        | 38,090*           | 38,290*       |  |
| GLOBE                         | SUN      |           | 19,730     | 81.19      | 21,878     | 41,608        | 44,372*           | 43,580*       |  |
| KANSAS CITY (JACKSON CO.)     |          | 456,800   |            | 217,500    |            | 674,300       |                   |               |  |
| TIMES, STAR                   | CMB DLY  |           | 400,036    | 87.57      | 72,184     | 472,220       | 503,946           | 510,918       |  |
| TIMES                         | M        |           | 215,506    | 47.18      | 40,551     | 256,057       | 277,051           | 280,196       |  |
| STAR                          | E (M-F)  |           | 184,530    | 40.40      | 31,633     | 216,163       | 226,895           | 230,722       |  |
| STAR                          | SUN      |           | 298,699    | 65.39      | 68,757     | 367,456       | 402,261           | 402,417       |  |
| MEXICO (AUDRAIN CO.)          |          | 4,600     |            | 14,200     |            | 18,800        |                   |               |  |
| LEDGER                        | E        |           | 4,227      | 91.89      | 5,602      | 9,829         | 10,996*           | 11,542*       |  |
| MOBERLY (RANDOLPH CO.)        |          | 5,300     |            | 17,900     |            | 23,200        |                   |               |  |
| MONITOR-INDEX & DEMOCRAT      | E (M-F)  |           | 4,644      | 87.62      | 3,914      | 8,558         | 9,052*            | 9,325*        |  |
| MONITOR-INDEX & DEMOCRAT      | SUN      |           | 5,093      | 96.09      | 3,904      | 8,997         | 9,492*            | 9,832*        |  |
| POPLAR BLUFF (BUTLER CO.)     |          | 7,100     |            | 42,300     |            | 49,400        |                   |               |  |
| AMERICAN REPUBLIC             | E (M-F)  |           | 6,929      | 97.59      | 7,072      | 14,001        | 15,228            | 15,248        |  |
| AMERICAN REPUBLIC             | SUN      |           | 6,951      | 97.90      | 7,343      | 14,294        | 15,532            | 15,306        |  |
| ST. JOSEPH (BUCHANAN CO.)     |          | 29,400    |            | 57,800     |            | 87,200        |                   |               |  |
| GAZETTE, NEWS-PRESS           | CMB DLY  |           | 36,287     | 123.43     | 19,772     | 56,059        | 58,830            | 59,422        |  |
| GAZETTE                       | M (M-F)  |           | 22,888     | 77.85      | 19,394     | 42,282        | 44,888            | 44,830        |  |
| NEWS-PRESS                    | E (M-F)  |           | 13,399     | 45.57      | 378        | 13,777        | 13,942            | 14,592        |  |
| NEWS-PRESS/GAZETTE            | SAT M    |           | 25,024     | 85.12      | 19,732     | 44,756        | 47,392            | 47,323        |  |
| NEWS-PRESS/GAZETTE            | SUN      |           | 24,968     | 84.93      | 21,113     | 46,081        | 49,094            | 49,182        |  |

| MISSOURI                                             |         | CZ OR NDM |         | RATIO<br>CIRC/<br>OH'S                        | RIZ OR NDM |        | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR |        | TOTAL CIRCULATION |                  |
|------------------------------------------------------|---------|-----------|---------|-----------------------------------------------|------------|--------|------------------------|--------------|--------|-------------------|------------------|
|                                                      |         | OH'S      | CIRC    |                                               | OH'S       | CIRC   |                        | CZ & RIZ     | OH'S   | AS OF<br>3/31/86  | AS OF<br>3/31/85 |
| ST. LOUIS (INDEPENDENT CITY)                         |         | 859,200#  |         |                                               |            |        |                        | 859,200      |        |                   |                  |
| GLOBE-DEMOCRAT                                       | M (M-F) | #         |         |                                               |            |        |                        |              |        |                   |                  |
| GLOBE-DEMOCRAT                                       | WKND    | #         |         |                                               |            |        |                        |              |        |                   |                  |
|                                                      |         |           |         | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |            |        |                        |              |        |                   |                  |
|                                                      |         |           |         | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |            |        |                        |              |        |                   |                  |
| ST. LOUIS (INDEPENDENT CITY)                         |         | 732,200#  |         |                                               |            |        |                        | 732,200      |        |                   |                  |
| POST-DISPATCH                                        | M (M-F) | #         | 257,783 | 35.21                                         |            |        |                        | 257,783      |        | 318,587           | 273,784          |
| POST-DISPATCH                                        | SAT M   | #         | 220,868 | 30.16                                         |            |        |                        | 220,868      |        | 279,830           | 240,862          |
| POST-DISPATCH                                        | SUN     | #         | 418,067 | 57.10                                         |            |        |                        | 418,067      |        | 519,505           | 495,111          |
| SEDALIA (PETTIS CO.)                                 |         | 8,300     |         |                                               | 28,000     |        |                        | 36,300       |        |                   |                  |
| DEMOCRAT                                             | E (M-F) |           | 6,538   | 78.77                                         |            | 7,166  | 25.59                  |              | 13,704 | 14,189            | 14,238           |
| DEMOCRAT                                             | SUN     |           | 7,200   | 86.75                                         |            | 7,788  | 27.81                  |              | 14,988 | 15,502            | 15,516           |
| SIKESTON (SCOTT CO.)                                 |         | 6,600     |         |                                               | 26,300     |        |                        | 32,900       |        |                   |                  |
| STANDARD                                             | E (M-F) |           | 2,820   | 42.73                                         |            | 5,869  | 22.32                  |              | 8,689  | 9,031             | 9,054            |
| STANDARD                                             | SUN     |           | 2,855   | 43.26                                         |            | 6,068  | 23.07                  |              | 8,923  | 9,267             | 9,267            |
| SPRINGFIELD (GREENE CO.)                             |         | 55,100    |         |                                               | 142,200    |        |                        | 197,300      |        |                   |                  |
| NEWS, LEADER & PRESS                                 | CMB DLY |           | 34,068  | 61.83                                         |            | 23,498 | 16.52                  |              | 57,566 | 60,313*           | 61,376*          |
| NEWS                                                 | M (M-F) |           | 12,483  | 22.66                                         |            | 19,494 | 13.71                  |              | 31,977 | 34,577*           | 33,397*          |
| LEADER & PRESS                                       | E (M-F) |           | 21,585  | 39.17                                         |            | 4,004  | 2.82                   |              | 25,589 | 25,736*           | 27,979*          |
|                                                      | SAT M   |           |         |                                               |            |        |                        |              |        |                   |                  |
| NEWS & LEADER                                        | & HOLS  |           | 31,995  | 58.07                                         |            | 22,786 | 16.02                  |              | 54,781 | 57,434*           | 58,969*          |
| NEWS & LEADER                                        | SUN     |           | 46,460  | 84.32                                         |            | 40,420 | 28.42                  |              | 86,880 | 91,653*           | 88,621*          |
| WARRENSBURG (JOHNSON CO.)                            |         | 4,000     |         |                                               | 8,700      |        |                        | 12,700       |        |                   |                  |
| STAR-JOURNAL                                         | E (M-F) |           | 2,527   | 63.18                                         |            | 2,440  | 28.05                  |              | 4,967  | 5,500*            | 5,449            |
| MONTANA                                              |         |           |         |                                               |            |        |                        |              |        |                   |                  |
| BILLINGS (YELLOWSTONE CO.)                           |         | 37,600    |         |                                               | 69,900     |        |                        | 107,500      |        |                   |                  |
| GAZETTE                                              | M       |           | 27,611  | 73.43                                         |            | 21,383 | 30.59                  |              | 48,994 | 58,374            | 61,572           |
| GAZETTE                                              | SUN     |           | 28,008  | 74.49                                         |            | 22,652 | 32.41                  |              | 50,660 | 60,394            | 62,976           |
| BOZEMAN (GALLATIN CO.)                               |         | 10,900    |         |                                               | 12,000     |        |                        | 22,900       |        |                   |                  |
| CHRONICLE                                            | E (M-F) |           | 7,488   | 68.70                                         |            | 3,965  | 33.04                  |              | 11,453 | 11,767            | 11,869           |
| CHRONICLE                                            | SUN     |           | 8,037   | 73.73                                         |            | 4,537  | 37.81                  |              | 12,574 | 13,190            | 13,221           |
| BUTTE (SILVER BOW CO.)-<br>ANACONDA (DEER LODGE CO.) |         | 16,100    |         |                                               | 32,900     |        |                        | 49,000       |        |                   |                  |
| STANDARD                                             | M       |           | 12,687  | 78.80                                         |            | 4,058  | 12.33                  |              | 16,745 | 17,341            | 17,756           |
| STANDARD                                             | SUN     |           | 12,777  | 79.36                                         |            | 4,172  | 12.68                  |              | 16,949 | 17,627            | 18,243           |

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|                                                                        |                | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S     | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |                  |
|------------------------------------------------------------------------|----------------|------------------------|------------------------|-------------------------|----------------------------|---------------------------------------|---------------------------------------|------------------|------------------|
| MONTANA                                                                |                |                        |                        |                         |                            |                                       |                                       |                  |                  |
| GREAT FALLS (CASCADE CO.)<br>TRIBUNE<br>TRIBUNE                        | M<br>SUN       | 26,700                 | 17,795<br>21,198       | 66.65<br>79.39          | 36,900<br>11,543<br>14,285 | 31.28<br>38.71                        | 63,600<br>29,338<br>35,483            | 35,062<br>41,521 | 37,230<br>42,716 |
| HELENA (LEWIS & CLARK CO.)<br>INDEPENDENT RECORD<br>INDEPENDENT RECORD | E<br>SUN       | 16,700#<br>#<br>#      | 11,853<br>12,171       | 70.98<br>72.88          | 4,700<br>1,209<br>1,291    | 25.72<br>27.47                        | 21,400<br>13,062<br>13,462            | 13,291<br>13,797 | 13,930<br>14,273 |
| MISSOULA (MISSOULA CO.)<br>MISSOULIAN<br>MISSOULIAN                    | M<br>SUN       | 23,500                 | 15,234<br>15,980       | 64.83<br>68.00          | 29,500<br>10,072<br>11,215 | 34.14<br>38.02                        | 53,000<br>25,306<br>27,195            | 28,574<br>30,800 | 29,164<br>31,320 |
| NEBRASKA                                                               |                |                        |                        |                         |                            |                                       |                                       |                  |                  |
| ALLIANCE (BOX BUTTE CO.)<br>TIMES-HERALD                               | E              | 4,200                  | 2,633                  | 62.69                   | 11,500<br>1,134            | 9.86                                  | 15,700<br>3,767                       | 4,040            | 4,255            |
| BEATRICE (GAGE CO.)<br>SUN                                             | E              | 5,100                  | 4,553                  | 89.27                   | 14,700<br>5,501            | 37.42                                 | 19,800<br>10,054                      | 10,712           | 10,881           |
| COLUMBUS (PLATTE CO.)<br>TELEGRAM<br>TELEGRAM                          | E (M-F)<br>SUN | 6,700                  | 5,760<br>5,889         | 85.97<br>87.90          | 17,100<br>4,730<br>4,778   | 27.66<br>27.94                        | 23,800<br>10,490<br>10,667            | 10,976<br>11,151 | 11,111<br>11,220 |
| FREMONT (DODGE CO.)<br>TRIBUNE                                         | E              | 10,300                 | 7,647                  | 74.24                   | 17,400<br>3,598            | 20.68                                 | 27,700<br>11,245                      | 11,662           | 11,576           |
| GRAND ISLAND (HALL CO.)<br>INDEPENDENT<br>INDEPENDENT                  | E<br>SUN       | 15,700                 | 12,709<br>13,037       | 80.95<br>83.04          | 25,800<br>11,801<br>12,312 | 45.74<br>47.72                        | 41,500<br>24,510<br>25,349            | 25,472<br>26,309 | 25,985<br>26,714 |
| HASTINGS (ADAMS CO.)<br>TRIBUNE                                        | E              | 9,400                  | 7,744                  | 82.38                   | 21,400<br>7,760            | 36.26                                 | 30,800<br>15,504                      | 16,783           | 16,929           |
| HOLDREGE (PHELPS CO.)<br>CITIZEN                                       | E (M-F)        | 2,200                  | 2,088                  | 94.91                   | 8,800<br>1,262             | 14.34                                 | 11,000<br>3,350                       | 3,779            | 3,862            |
| KEARNEY (BUFFALO CO.)<br>HUB                                           | E              | 8,500                  | 6,555                  | 77.12                   | 18,400<br>4,088            | 22.22                                 | 26,900<br>10,643                      | 11,180           | 11,456           |

|                                 |          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|---------------------------------|----------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| NEBRASKA                        |          |                        |                        |                                               |                        |                                       |                                       |                                       |
| LINCOLN (LANCASTER CO.)         |          | 71,800                 |                        | 63,300                                        |                        | 135,100                               |                                       |                                       |
| STAR, JOURNAL                   | CMB DLY  |                        | 53,275 74.20           |                                               | 23,137 36.55           | 76,412                                | 80,745                                | 81,396                                |
| STAR                            | M        |                        | 21,468 29.90           |                                               | 12,557 19.84           | 34,025                                | 36,749                                | 36,350                                |
| JOURNAL                         | E        |                        | 31,807 44.30           |                                               | 10,580 16.71           | 42,387                                | 43,996                                | 45,046                                |
| JOURNAL & STAR                  | SUN      |                        | 54,005 75.22           |                                               | 21,002 33.18           | 75,007                                | 79,052                                | 78,673                                |
| McCOOK (RED WILLOW CO.)         |          | 3,400                  |                        | 15,200                                        |                        | 18,600                                |                                       |                                       |
| GAZETTE                         | E        |                        | 3,202 94.18            |                                               | 6,727 44.26            | 9,929                                 | 10,271                                | 10,288                                |
| NORFOLK (MADISON CO.)           |          | 8,100                  |                        | 32,700                                        |                        | 40,800                                |                                       |                                       |
| NEWS                            | E        |                        | 7,289 89.99            |                                               | 13,167 40.27           | 20,456                                | 22,500                                | 22,910                                |
| NORTH PLATTE (LINCOLN CO.)      |          | 9,900#                 |                        | 18,100                                        |                        | 28,000                                |                                       |                                       |
| TELEGRAPH                       | M (TU-S) | #                      |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| TELEGRAPH                       | SUN      | #                      |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| OMAHA (DOUGLAS CO.)             |          | 188,400#               |                        | 124,700                                       |                        | 313,100                               |                                       |                                       |
| WORLD-HERALD                    | CMB DLY  | #                      | 127,132 67.48          |                                               | 35,284 28.30           | 162,416                               | 220,880                               | 221,919                               |
| WORLD-HERALD                    | M (M-F)  | #                      | 32,551 17.28           |                                               | 28,727 23.04           | 61,278                                | 118,752                               | 119,047                               |
| WORLD-HERALD                    | E (M-F)  | #                      | 94,581 50.20           |                                               | 6,557 5.26             | 101,138                               | 102,128                               | 102,872                               |
| WORLD-HERALD                    | SAT M    | #                      | 117,466 62.35          |                                               | 35,016 28.08           | 152,482                               | 209,732                               | 211,053                               |
| WORLD-HERALD                    | SUN      | #                      | 146,062 77.53          |                                               | 53,721 43.08           | 199,783                               | 284,225                               | 283,708                               |
| SCOTTSDUFF<br>(SCOTT BLUFF CO.) |          | 9,600#                 |                        | 31,900                                        |                        | 41,500                                |                                       |                                       |
| STAR-HERALD                     | M (TU-S) | #                      | 6,612 68.88            |                                               | 9,576 30.02            | 16,188                                | 16,559                                | 17,073                                |
| STAR-HERALD                     | SUN      | #                      | 7,256 75.58            |                                               | 10,229 32.07           | 17,485                                | 17,859                                | 18,020                                |
| NEVADA                          |          |                        |                        |                                               |                        |                                       |                                       |                                       |
| CARSON CITY (INDEPENDENT CITY)  |          | 14,400#                |                        |                                               |                        | 14,400                                |                                       |                                       |
| APPEAL                          | E (M-F)  | #                      | 7,723 53.63            |                                               |                        | 7,723                                 | 9,598                                 | 9,256                                 |
| APPEAL                          | SUN      | #                      | 8,559 59.44            |                                               |                        | 8,559                                 | 10,786                                | 10,423                                |
| ELKO (ELKO CO.)                 |          | 4,200                  |                        | 5,400                                         |                        | 9,600                                 |                                       |                                       |
| FREE PRESS                      | E        |                        | 2,908 69.24            |                                               | 895 16.57              | 3,803                                 | 4,114                                 | 4,030                                 |

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| NEVADA                        |         | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-------------------------------|---------|---------------|-------------|------------------------|----------------|-------------|------------------------|----------------------------------|------|---------------------------------------|------------------|
| LAS VEGAS (CLARK CO.)         |         | 214,700#      |             |                        |                |             |                        | 214,700                          |      |                                       |                  |
|                               | ALL DAY |               |             |                        |                |             |                        |                                  |      |                                       |                  |
| REVIEW-JOURNAL                | (M-F)   | #             | 101,654     | 47.35                  |                |             |                        | 101,654                          |      | 105,478                               | 101,658          |
| REVIEW-JOURNAL                | SAT M   | #             | 95,422      | 44.44                  |                |             |                        | 95,422                           |      | 98,968                                | 93,262           |
| REVIEW-JOURNAL                | SUN     | #             | 117,467     | 54.71                  |                |             |                        | 117,467                          |      | 122,090                               | 116,271          |
| SUN                           | M (M-F) | #             | 60,486      | 28.17                  |                |             |                        | 60,486                           |      | 62,613                                | 58,410           |
| SUN                           | SAT M   | #             | 53,340      | 24.84                  |                |             |                        | 53,340                           |      | 55,342                                | 56,600           |
| SUN                           | SUN     | #             | 78,062      | 36.36                  |                |             |                        | 78,062                           |      | 80,917                                | 62,893           |
| RENO (WASHOE CO.)             |         | 113,800#      |             |                        |                |             |                        | 113,800                          |      |                                       |                  |
| GAZETTE JOURNAL               | M       | #             | 49,386      | 43.40                  |                |             |                        | 49,386                           |      | 59,463                                | 57,598           |
| GAZETTE JOURNAL               | SUN     | #             | 59,571      | 52.35                  |                |             |                        | 59,571                           |      | 71,497                                | 67,044           |
| NEW HAMPSHIRE                 |         |               |             |                        |                |             |                        |                                  |      |                                       |                  |
| CLAREMONT (SULLIVAN CO.)      |         | 5,800         |             |                        | 21,500         |             |                        | 27,300                           |      |                                       |                  |
| EAGLE TIMES                   | E (M-F) |               | 3,975       | 68.53                  |                | 5,487       | 25.52                  | 9,462                            |      | 9,789*                                | 9,923*           |
| EAGLE TIMES                   | SUN     |               | 4,080       | 70.34                  |                | 6,083       | 28.29                  | 10,163                           |      | 10,523*                               | 10,520*          |
| CONCORD (MERRIMACK CO.)       |         | 12,000        |             |                        | 32,000         |             |                        | 44,000                           |      |                                       |                  |
| MONITOR                       | E       |               | 10,330      | 86.08                  |                | 10,445      | 32.64                  | 20,775                           |      | 21,551                                | 20,760           |
| DOVER (STRAFFORD CO.)         |         | 33,500#       |             |                        |                |             |                        | 33,500                           |      |                                       |                  |
| FOSTER'S DEMOCRAT             | E       | #             | 20,332      | 60.69                  |                |             |                        | 20,332                           |      | 26,370                                | 25,063           |
| KEENE (CHESHIRE CO.)          |         | 23,000#       |             |                        |                |             |                        | 23,000                           |      |                                       |                  |
| SENTINEL                      | E       | #             | 14,097      | 61.29                  |                |             |                        | 14,097                           |      | 15,013                                | 14,362           |
| LACONIA (BELKNAP CO.)         |         | 6,400         |             |                        | 29,400         |             |                        | 35,800                           |      |                                       |                  |
| CITIZEN                       | E       |               | 3,961       | 61.89                  |                | 2,713       | 9.23                   | 6,674                            |      | 10,144                                | 9,624            |
| LEBANON-HANOVER (GRAFTON CO.) |         | 11,300#       |             |                        | 14,700         |             |                        | 26,000                           |      |                                       |                  |
| VALLEY NEWS                   | E       | #             | 9,014       | 79.77                  |                | 6,791       | 46.20                  | 15,805                           |      | 17,714                                | 16,888           |
| MANCHESTER (HILLSBOROUGH CO.) |         | 53,000        |             |                        | 95,800         |             |                        | 148,800                          |      |                                       |                  |
| UNION LEADER                  | M       |               | 30,538      | 57.62                  |                | 18,382      | 19.19                  | 48,920                           |      | 68,538                                | 68,826           |
| NEWS                          | SUN     |               | 28,766      | 54.28                  |                | 29,155      | 30.43                  | 57,921                           |      | 85,658                                | 80,643           |
| NASHUA (HILLSBOROUGH CO.)     |         | 36,100        |             |                        | 24,400         |             |                        | 60,500                           |      |                                       |                  |
| TELEGRAPH                     | E       |               | 23,854      | 66.08                  |                | 5,002       | 20.50                  | 28,856                           |      | 29,733                                | 30,411           |

|                                                                                     |                                   | CZ<br>OH'S | OR          | NDM<br>CIRC                | RATIO<br>CIRC/<br>OH'S  | RTZ<br>OH'S | OR | NDM<br>CIRC    | RATIO<br>CIRC/<br>OH'S | TOTAL<br>CZ &<br>OH'S | NDM OR<br>RTZ<br>CIRC      | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85                     |
|-------------------------------------------------------------------------------------|-----------------------------------|------------|-------------|----------------------------|-------------------------|-------------|----|----------------|------------------------|-----------------------|----------------------------|---------------------------------------|--------------------------------------|
| NEW HAMPSHIRE                                                                       |                                   |            |             |                            |                         |             |    |                |                        |                       |                            |                                       |                                      |
| PORTSMOUTH (ROCKINGHAM CO.)<br>HERALD<br>HERALD                                     | E<br>SUN                          | 16,100     |             | 6,686<br>6,456             | 41.53<br>40.10          | 44,300      |    | 7,078<br>6,991 | 15.98<br>15.78         | 60,400                | 13,764<br>13,447           | 14,106<br>13,821                      | 14,357<br>13,487                     |
| NEW JERSEY                                                                          |                                   |            |             |                            |                         |             |    |                |                        |                       |                            |                                       |                                      |
| ASBURY PARK (MONMOUTH CO.)<br>PRESS<br>PRESS                                        | E<br>SUN                          | 347,200#   | #<br>#      | 127,520<br>189,929         | 36.73<br>54.70          |             |    |                |                        | 347,200               | 127,520<br>189,929         | 129,839<br>192,887                    | 127,984<br>189,140                   |
| ATLANTIC CITY (ATLANTIC CO.)<br>PRESS<br>PRESS                                      | M<br>SUN                          | 168,100#   | #<br>#      | 75,166<br>84,053           | 44.72<br>50.00          |             |    |                |                        | 168,100               | 75,166<br>84,053           | 78,222<br>87,197                      | 76,771<br>83,216                     |
| BERGEN CO. (HACKENSACK P.O.)<br>RECORD<br>RECORD                                    | E (M-F)<br>SUN                    | 311,900#   | #<br>#      | 132,429<br>178,106         | 42.46<br>57.10          |             |    |                |                        | 311,900               | 132,429<br>178,106         | 161,969*<br>227,205*                  | 156,954*<br>225,520*                 |
| BRIDGETON (CUMBERLAND CO.)<br>NEWS                                                  | E                                 | 17,800#    | #           | 9,634                      | 54.12                   |             |    |                |                        | 17,800                | 9,634                      | 11,840*                               | 12,204*                              |
| BRIDGEWATER (SOMERSET CO.)<br>COURIER-NEWS                                          | E                                 | 140,100#   | #           | 49,106                     | 35.05                   |             |    |                |                        | 140,100               | 49,106                     | 50,948                                | 52,702                               |
| CAMDEN-CHERRY HILL<br>(CAMDEN CO.)<br>COURIER-POST<br>COURIER-POST<br>COURIER-POST  | E (M-F)<br>SAT M<br>SUN           | 272,500#   | #<br>#<br># | 99,771<br>95,856<br>90,670 | 36.61<br>35.18<br>33.27 |             |    |                |                        | 272,500               | 99,771<br>95,856<br>90,670 | 108,360*<br>104,203*<br>101,065*      | 109,388*<br>104,400*<br>98,488*      |
| DOVER (MORRIS CO.)<br>ADVANCE<br>ADVANCE                                            | M (M-F)<br>SUN                    | 56,200#    | #<br>#      | 7,579<br>7,715             | 13.49<br>13.73          |             |    |                |                        | 56,200                | 7,579<br>7,715             | 9,296*<br>9,412*                      | 9,735*<br>9,880*                     |
| ELIZABETH (UNION CO.)<br>JOURNAL                                                    | E                                 | 182,300#   | #           | 31,583                     | 17.32                   |             |    |                |                        | 182,300               | 31,583                     | 32,500                                | 36,114                               |
| HIGHTSTOWN (MERCER CO.)<br>RACING FORM<br>RACING FORM<br>RACING FORM<br>RACING FORM | MON M<br>M (TU-F)<br>SAT M<br>SUN |            |             |                            |                         |             |    |                |                        |                       |                            | 47,318<br>40,296<br>61,263<br>25,833  | 41,707<br>35,719<br>55,439<br>22,379 |

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| NEW JERSEY                                       |         | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC    | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|--------------------------------------------------|---------|---------------|-------------|------------------------|----------------|-------------|------------------------|----------------------------------|---------|---------------------------------------|------------------|
| JERSEY CITY (HUDSON CO.)                         |         | 191,300       |             |                        | 165,200        |             |                        | 356,500                          |         |                                       |                  |
| JOURNAL                                          | E (M-F) |               | 58,104      | 30.37                  |                | 3,698       | 2.24                   |                                  | 61,802  | 62,211                                | 62,464           |
| JOURNAL                                          | SAT E   |               | 55,628      | 29.08                  |                | 2,934       | 1.78                   |                                  | 58,562  | 59,034                                |                  |
| MILLVILLE (CUMBERLAND CO.)                       |         | 9,700         |             |                        | 4,600          |             |                        | 14,300                           |         |                                       |                  |
| DAILY                                            | E       |               | 5,192       | 53.53                  |                | 1,113       | 24.20                  |                                  | 6,305   | 6,568*                                | 6,614*           |
| MORRISTOWN (MORRIS CO.)                          |         | 127,400#      |             |                        |                |             |                        | 127,400                          |         |                                       |                  |
| RECORD                                           | M (M-F) | #             | 54,102      | 42.47                  |                |             |                        |                                  | 54,102  | 61,009*                               | 62,541*          |
| RECORD                                           | SAT M   | #             | 50,741      | 39.83                  |                |             |                        |                                  | 50,741  | 57,406*                               | 58,904*          |
| RECORD                                           | SUN     | #             | 60,979      | 47.86                  |                |             |                        |                                  | 60,979  | 71,099*                               | 72,088*          |
| NEW BRUNSWICK (MIDDLESEX CO.)                    |         | 68,800        |             |                        | 74,100         |             |                        | 142,900                          |         |                                       |                  |
| HOME NEWS                                        | E       |               | 33,208      | 48.27                  |                | 18,139      | 24.48                  |                                  | 51,347  | 59,341                                | 56,127           |
| HOME NEWS                                        | SUN     |               | 40,353      | 58.65                  |                | 23,079      | 31.15                  |                                  | 63,432  | 77,698                                | 76,134           |
| NEWARK (ESSEX CO.)                               |         | 355,200       |             |                        | 1,546,500      |             |                        | 1,901,700                        |         |                                       |                  |
| STAR-LEDGER                                      | M (M-F) |               | 176,803     | 49.78                  |                | 266,049     | 17.20                  |                                  | 442,852 | 452,148*                              | 434,804*         |
| STAR-LEDGER                                      | SAT M   |               | 152,947     | 43.06                  |                | 248,577     | 16.07                  |                                  | 401,524 | 409,606*                              | 393,679*         |
| STAR-LEDGER                                      | SUN     |               | 211,026     | 59.41                  |                | 450,396     | 29.12                  |                                  | 661,422 | 682,469*                              | 661,037*         |
| NEWTON (SUSSEX CO.)                              |         | 47,600#       |             |                        |                |             |                        | 47,600                           |         |                                       |                  |
| HERALD                                           | E (M-F) | #             | 18,103      | 38.03                  |                |             |                        |                                  | 18,103  | 18,809*                               | 17,646*          |
| HERALD                                           | SUN     | #             | 24,004      | 50.43                  |                |             |                        |                                  | 24,004  | 25,804*                               | 24,748*          |
| PASSAIC-CLIFTON (PASSAIC CO.)                    |         | 336,200#      |             |                        |                |             |                        | 336,200                          |         |                                       |                  |
| HERALD-NEWS                                      | E       | #             | 53,907      | 16.03                  |                |             |                        |                                  | 53,907  | 58,055                                | 58,723*          |
| HERALD-NEWS                                      | SUN     | #             | 51,973      | 15.46                  |                |             |                        |                                  | 51,973  | 53,894                                | 54,612*          |
| PATERSON (PASSAIC CO.)                           |         | 87,400        |             |                        | 171,700        |             |                        | 259,100                          |         |                                       |                  |
| NEWS                                             | M (M-F) |               | 25,269      | 28.91                  |                | 14,324      | 8.34                   |                                  | 39,593  | 41,299*                               | 45,392*          |
| NEWS                                             | WKND    |               | 24,505      | 28.04                  |                | 14,322      | 8.34                   |                                  | 38,827  | 40,614*                               | 44,942*          |
| PERTH AMBOY-WOODBRIDGE<br>(MIDDLESEX CO.)        |         | 128,100#      |             |                        |                |             |                        | 128,100                          |         |                                       |                  |
| NEWS TRIBUNE                                     | E       | #             | 49,988      | 39.02                  |                |             |                        |                                  | 49,988  | 51,635                                | 54,041           |
| RED BANK-MIDDLETOWN-SHREWSBURY<br>(MONMOUTH CO.) |         | 86,600#       |             |                        |                |             |                        | 86,600                           |         |                                       |                  |
| REGISTER                                         | E (M-F) | #             | 21,246      | 24.53                  |                |             |                        |                                  | 21,246  | 22,362                                | 29,046           |
| REGISTER                                         | SAT M   | #             | 20,218      | 23.35                  |                |             |                        |                                  | 20,218  | 21,283                                |                  |
| (11-2-85 to 3-31-86)                             | SUN     | #             | 21,920      | 25.31                  |                |             |                        |                                  | 21,920  | 23,192                                | 30,374           |
| REGISTER                                         |         |               |             |                        |                |             |                        |                                  |         |                                       |                  |
| TOMS RIVER (OCEAN CO.)                           |         | 133,400#      |             |                        |                |             |                        | 133,400                          |         |                                       |                  |
| OBSERVER                                         | M (M-F) | #             | 22,658      | 16.99                  |                |             |                        |                                  | 22,658  | 23,384                                | 25,106           |
| OBSERVER                                         | SUN     | #             | 22,522      | 16.88                  |                |             |                        |                                  | 22,522  | 23,322                                | 24,876           |

|                                            |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|--------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| NEW JERSEY                                 |         |                        |                        |                         |                        |                                       |                                       |                                       |
| TRENTON (MERCER CO.)                       |         | 93,200                 |                        | 151,300                 |                        | 244,500                               |                                       |                                       |
| TIMES                                      | M       |                        | 39,422                 | 42.30                   |                        |                                       | 62,587                                | 65,505                                |
| TIMES                                      | SUN     |                        | 49,536                 | 53.15                   | 23,165                 | 15.31                                 |                                       | 62,098                                |
| TRENTONIAN                                 | M (M-F) |                        | 47,011                 | 50.44                   | 30,050                 | 19.86                                 | 79,586                                | 84,059                                |
| TRENTONIAN                                 | SAT M   |                        | 44,280                 | 47.51                   | 17,014                 | 11.25                                 | 64,025                                | 67,938                                |
| TRENTONIAN                                 | SUN     |                        | 44,160                 | 47.38                   | 17,101                 | 11.30                                 | 61,381                                | 65,019                                |
|                                            |         |                        |                        |                         | 16,111                 | 10.65                                 | 60,271                                | 63,246                                |
| UNION CITY (HUDSON CO.)                    |         | 111,900                |                        | 153,700                 |                        | 265,600                               |                                       |                                       |
| DISPATCH                                   | M       |                        | 23,643                 | 21.13                   |                        |                                       | 29,092                                | 30,878*                               |
|                                            |         |                        |                        |                         | 5,449                  | 3.55                                  |                                       | 32,805                                |
| VINELAND (CUMBERLAND CO.)                  |         | 20,200                 |                        | 25,200                  |                        | 45,400                                |                                       |                                       |
| TIMES-JOURNAL                              | E       |                        | 14,133                 | 69.97                   |                        |                                       | 16,153                                | 17,192*                               |
|                                            |         |                        |                        |                         | 2,020                  | 8.02                                  |                                       | 17,573*                               |
| WILLINGBORO-BURLINGTON<br>(BURLINGTON CO.) |         | 43,200                 |                        | 71,200                  |                        | 114,400                               |                                       |                                       |
| TIMES                                      | E (M-F) |                        | 22,497                 | 52.08                   |                        |                                       | 42,111                                | 42,300                                |
| TIMES                                      | SUN     |                        | 24,243                 | 56.12                   | 19,614                 | 27.55                                 | 46,706                                | 41,965                                |
|                                            |         |                        |                        |                         | 22,463                 | 31.55                                 |                                       | 45,319                                |
| WOODBURY (GLOUCESTER CO.)                  |         | 73,000#                |                        |                         |                        | 73,000                                |                                       |                                       |
| TIMES                                      | E (M-F) | #                      | 29,339                 | 40.19                   |                        |                                       | 29,339                                | 30,995                                |
| TIMES                                      | SUN     | #                      | 28,436                 | 38.95                   |                        |                                       | 28,436                                | 28,842                                |
| NEW MEXICO                                 |         |                        |                        |                         |                        |                                       |                                       |                                       |
| ALAMAGORDO (OTERO CO.)                     |         | 10,800                 |                        | 5,300                   |                        | 16,100                                |                                       |                                       |
| NEWS                                       | E (M-F) |                        | 6,700                  | 62.04                   |                        |                                       | 8,806                                 | 9,100*                                |
| NEWS                                       | SUN     |                        | 7,326                  | 67.83                   | 2,106                  | 39.74                                 | 9,957                                 | 10,323*                               |
|                                            |         |                        |                        |                         | 2,631                  | 49.64                                 |                                       | 10,335*                               |
| ALBUQUERQUE (BERNALILLO CO.)               |         | 353,900#               |                        |                         |                        | 353,900                               |                                       |                                       |
| JOURNAL, TRIBUNE                           | CMB DLY | #                      | 140,760                | 39.77                   |                        |                                       | 140,760                               | 146,980*                              |
| JOURNAL                                    | M       | #                      | 94,915                 | 26.82                   |                        |                                       | 94,915                                | 101,075*                              |
| TRIBUNE                                    | E       | #                      | 45,845                 | 12.95                   |                        |                                       | 45,845                                | 45,905*                               |
| JOURNAL                                    | SUN     | #                      | 132,812                | 37.53                   |                        |                                       | 132,812                               | 140,635*                              |
|                                            |         |                        |                        |                         |                        |                                       |                                       | 137,897*                              |
| CARLSBAD (EDDY CO.)                        |         | 10,500                 |                        | 2,300                   |                        | 12,800                                |                                       |                                       |
| CURRENT-ARGUS                              | E (M-F) |                        | 8,277                  | 78.83                   |                        |                                       | 8,772                                 | 8,915                                 |
| CURRENT-ARGUS                              | SUN     |                        | 8,868                  | 84.46                   | 495                    | 21.52                                 | 9,399                                 | 8,859*                                |
|                                            |         |                        |                        |                         | 531                    | 23.09                                 |                                       | 9,762*                                |
| CLOVIS (CURRY CO.)                         |         | 12,700                 |                        | 16,700                  |                        | 29,400                                |                                       |                                       |
| NEWS-JOURNAL                               | E (M-F) |                        | 7,604                  | 59.87                   |                        |                                       | 10,122                                | 10,292                                |
| NEWS-JOURNAL                               | SUN     |                        | 8,040                  | 63.31                   | 2,518                  | 15.08                                 | 11,051                                | 10,224                                |
|                                            |         |                        |                        |                         | 3,011                  | 18.03                                 |                                       | 11,062                                |

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|                                                                                                                                     |                                         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                                                                                   | RIZ OR NDM<br>OH'S CIRC                   | RATIO<br>CIRC/<br>OH'S                                    | TOTAL NDM OR<br>CZ & RIZ<br>OH'S CIRC   | TOTAL CIRCULATION<br>AS OF<br>3/31/86                       | AS OF<br>3/31/85                                            |
|-------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|
| NEW MEXICO                                                                                                                          |                                         |                        |                                                                                                          |                                           |                                                           |                                         |                                                             |                                                             |
| FARMINGTON (SAN JUAN CO.)<br>TIMES<br>TIMES                                                                                         | E<br>SUN                                | 14,300                 | 7,879<br>8,551                                                                                           | 55.10<br>59.80                            | 18,200<br>7,988<br>9,051                                  | 43.89<br>49.73                          | 32,500<br>15,867<br>17,602                                  | 16,385*<br>15,880*<br>18,398*                               |
| GALLUP (McKINLEY CO.)<br>INDEPENDENT                                                                                                | E                                       | 7,400                  | 5,483                                                                                                    | 74.09                                     | 24,000<br>6,897                                           | 28.74                                   | 31,400<br>12,380                                            | 12,562*<br>12,240*                                          |
| HOBBS (LEA CO.)<br>NEWS-SUN<br>NEWS-SUN                                                                                             | E (M-F)<br>SUN                          | 12,200                 | 15,500<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                           |                                                           |                                         | 27,700                                                      |                                                             |
| LAS CRUCES (DONA ANA CO.)<br>SUN-NEWS<br>SUN-NEWS                                                                                   | E (M-F)<br>SUN                          | 19,100                 | 11,329<br>11,950                                                                                         | 59.31<br>62.57                            | 18,600<br>5,085<br>5,754                                  | 27.34<br>30.94                          | 37,700<br>16,414<br>17,704                                  | 17,934*<br>18,240*<br>19,603*                               |
| ROSWELL (CHAVES CO.)<br>RECORD<br>RECORD                                                                                            | M (M-F)<br>SUN                          | 17,500                 | 12,408<br>12,923                                                                                         | 70.90<br>73.85                            | 23,900<br>1,710<br>1,906                                  | 7.15<br>7.97                            | 41,400<br>14,118<br>14,829                                  | 14,311<br>14,358<br>15,134                                  |
| SANTA FE (SANTA FE CO.)<br>NEW MEXICAN<br>NEW MEXICAN                                                                               | M<br>SUN                                | 22,800#<br>#<br>#      | 13,151<br>13,196                                                                                         | 57.68<br>57.88                            | 23,200<br>2,850<br>3,517                                  | 12.28<br>15.16                          | 46,000<br>16,001<br>16,713                                  | 16,481*<br>17,502*<br>18,582*                               |
| NEW YORK                                                                                                                            |                                         |                        |                                                                                                          |                                           |                                                           |                                         |                                                             |                                                             |
| ALBANY (ALBANY CO.)<br>TIMES UNION,<br>KNICKERBOCKER NEWS<br>TIMES UNION<br>KNICKERBOCKER NEWS<br>KNICKERBOCKER NEWS<br>TIMES UNION | CMB DLY<br>M<br>E (M-F)<br>SAT E<br>SUN | 78,600                 | 66,297<br>46,740<br>19,557<br>13,286<br>56,070                                                           | 84.35<br>59.47<br>24.88<br>16.90<br>71.34 | 207,100<br>45,020<br>33,709<br>11,311<br>10,455<br>86,681 | 21.74<br>16.28<br>5.46<br>5.05<br>41.85 | 285,700<br>111,317<br>80,449<br>30,868<br>23,741<br>142,751 | 120,561<br>118,230<br>86,707<br>31,523<br>24,031<br>171,287 |
| AMSTERDAM (MONTGOMERY CO.)<br>RECORDER                                                                                              | E                                       | 9,000                  | 6,787                                                                                                    | 75.41                                     | 13,900<br>6,808                                           | 48.98                                   | 22,900<br>13,595                                            | 14,231*<br>14,093*                                          |
| AUBURN (CAYUGA CO.)<br>CITIZEN<br>CITIZEN                                                                                           | E (M-F)<br>SUN                          | 12,100                 | 8,215<br>8,268                                                                                           | 67.89<br>68.33                            | 22,000<br>7,077<br>7,468                                  | 32.17<br>33.90                          | 34,100<br>15,292<br>15,736                                  | 15,650<br>15,552<br>16,089                                  |
| BATAVIA (GENESEE CO.)<br>NEWS                                                                                                       | E                                       | 8,200#<br>#            | 6,624                                                                                                    | 80.78                                     | 21,300<br>8,794                                           | 41.29                                   | 29,500<br>15,418                                            | 16,020*<br>15,497*                                          |

| NEW YORK                                                                |                  | CZ OR<br>OH'S | NDM<br>CIRC      | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC      | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------------------------------------------------|------------------|---------------|------------------|------------------------|----------------|------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| BINGHAMTON (BROOME CO.)<br>PRESS & SUN-BULLETIN<br>PRESS & SUN-BULLETIN | M<br>SUN         | 66,100        | 45,046<br>49,271 | 68.15<br>74.54         | 72,000         | 19,946<br>30,835 | 27.70<br>42.83         | 138,100<br>64,992<br>80,106           | 66,524<br>86,583                      | 85,714                                |
| BUFFALO (ERIE CO.)                                                      |                  | 246,700       |                  |                        | 259,100        |                  |                        | 505,800                               |                                       |                                       |
| NEWS                                                                    | ALL DAY<br>(M-F) |               | 196,796          | 79.77                  |                | 109,938          | 42.43                  | 306,734                               | 317,024                               | 317,750                               |
| NEWS                                                                    | SAT M<br>& HOLS  |               | 169,020          | 68.51                  |                | 103,601          | 39.98                  | 272,621                               | 282,081                               | 282,050                               |
| NEWS                                                                    | SUN              |               | 208,535          | 84.53                  |                | 140,871          | 54.37                  | 349,406                               | 370,748                               | 373,071                               |
| CORNING (STEBEN CO.)<br>LEADER                                          | E                | 10,700        | 8,156            | 76.22                  | 20,500         | 7,607            | 37.11                  | 31,200<br>15,763                      | 16,238                                | 16,885                                |
| CORTLAND (CORTLAND CO.)<br>STANDARD                                     | E                | 6,800         | 4,864            | 71.53                  | 11,200         | 6,426            | 57.38                  | 18,000<br>11,290                      | 12,196                                | 12,356                                |
| DUNKIRK-FREDONIA<br>(CHAUTAUQUA CO.)<br>OBSERVER                        | E                | 9,700         | 8,185            | 84.38                  | 10,200         | 5,289            | 51.85                  | 19,900<br>13,474                      | 15,370                                | 15,252                                |
| ELMIRA (CHEMUNG CO.)<br>STAR-GAZETTE<br>TELEGRAM                        | M<br>SUN         | 25,900        | 17,697<br>17,708 | 68.33<br>68.37         | 74,500         | 17,635<br>28,964 | 23.67<br>38.88         | 100,400<br>35,332<br>46,672           | 36,171*<br>48,442*                    | 37,893*<br>47,739*                    |
| GENEVA (ONTARIO CO.)<br>FINGER LAKES TIMES                              | E                | 5,300         | 4,069            | 76.77                  | 41,500         | 14,623           | 35.24                  | 46,800<br>18,692                      | 19,142*                               | 19,714*                               |
| GLENS FALLS (WARREN CO.)<br>POST-STAR                                   | M                | 12,000        | 11,239           | 93.66                  | 45,100         | 22,308           | 49.46                  | 57,100<br>33,547                      | 34,777                                | 34,487                                |
| GLOVERSVILLE-JOHNSTOWN<br>(FULTON CO.)<br>LEADER-HERALD                 | E                | 13,900        | 8,819            | 63.45                  | 17,400         | 4,595            | 26.41                  | 31,300<br>13,414                      | 13,754*                               | 13,975*                               |
| HERKIMER (HERKIMER CO.)<br>TELEGRAM                                     | E                | 8,000         | 5,055            | 63.19                  | 16,300         | 1,980            | 12.15                  | 24,300<br>7,035                       | 7,248                                 | 7,193                                 |
| HUDSON (COLUMBIA CO.)<br>REGISTER-STAR                                  | E (M-F)          | 5,200         | 3,924            | 75.46                  | 16,700         | 8,968            | 53.70                  | 21,900<br>12,892                      | 15,297                                | 15,292                                |
| ITHACA (TOMPKINS CO.)<br>JOURNAL                                        | E                | 14,400        | 9,172            | 63.69                  | 17,000         | 7,656            | 45.04                  | 31,400<br>16,828                      | 19,776                                | 20,058                                |
| JAMESTOWN (CHAUTAUQUA CO.)<br>POST-JOURNAL                              | E                | 19,200        | 15,580           | 81.15                  | 34,300         | 11,323           | 33.01                  | 53,500<br>26,903                      | 27,779*                               | 28,548*                               |

@CITY OF PUBLICATION  
#NEWSPAPER DESIGNATED MARKET

|                                                          |          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                        | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |                  |                  |                    |
|----------------------------------------------------------|----------|------------------------|------------------------|-------------------------|-----------------------------------------------|---------------------------------------|---------------------------------------|------------------|------------------|------------------|--------------------|
| NEW YORK                                                 |          |                        |                        |                         |                                               |                                       |                                       |                  |                  |                  |                    |
| LOCKPORT (NIAGARA CO.)<br>UNION SUN & JOURNAL            | E        | 9,900                  | 7,904                  | 79.84                   | 16,700                                        | 9,543                                 | 57.14                                 | 26,600           | 17,447           | 18,349           | 18,170             |
| LONG ISLAND (SUFFOLK CO.)<br>(MELLVILLE P.O.)            |          | 820,000                |                        |                         | 42,300                                        |                                       |                                       | 862,300          |                  |                  |                    |
| NEWSDAY                                                  | E (M-F)  |                        | 479,644                | 58.49                   |                                               | 15,096                                | 35.69                                 |                  | 494,740          | 582,388          | 542,073            |
| NEWSDAY                                                  | SAT E    |                        | 456,631                | 55.69                   |                                               | 14,732                                | 34.83                                 |                  | 471,363          | 545,042          | 511,650            |
| NEWSDAY                                                  | SUN      |                        | 548,315                | 66.87                   |                                               | 18,662                                | 44.12                                 |                  | 566,977          | 647,479          | 611,403            |
| MEDINA (ORLEANS CO.)<br>JOURNAL-REGISTER                 | E (M-F)  | 6,100#                 | #                      | 3,304                   | 54.16                                         |                                       |                                       | 6,100            | 3,304            | 5,013*           | 5,030*             |
| MIDDLETOWN (ORANGE CO.)<br>TIMES HERALD-RECORD<br>RECORD | M<br>SUN | 16,800                 | 12,364<br>12,991       | 73.60<br>77.33          | 107,900                                       | 58,565<br>67,328                      | 54.28<br>62.40                        | 124,700          | 70,929<br>80,319 | 77,787<br>88,982 | 74,361*<br>84,303* |
| NEW YORK CITY (NEW YORK CO.)                             |          | 6,830,100#             |                        |                         |                                               |                                       |                                       | 6,830,100        |                  |                  |                    |
| AMERICAN BANKER                                          | M (M-F)  |                        |                        |                         | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                                       |                  |                  |                  |                    |
| AMERICAN METAL MARKET                                    | MON M    |                        |                        |                         |                                               |                                       |                                       |                  | 38,460           | 40,037           |                    |
| AMERICAN METAL MARKET                                    | M (TU-F) |                        |                        |                         |                                               |                                       |                                       |                  | 11,473           | 12,316           |                    |
| JOURNAL OF COMMERCE<br>& COMMERCIAL                      | M (M-F)  |                        |                        |                         |                                               |                                       |                                       |                  | 21,739           | 20,758           |                    |
| LAW JOURNAL                                              | M (M-F)  |                        |                        |                         |                                               |                                       |                                       |                  | 12,464           | 12,419           |                    |
| NEWS                                                     | M (M-F)  | #                      | 1,201,488              | 17.59                   |                                               |                                       |                                       | 1,201,488        | 1,275,268        | 1,390,955        |                    |
| NEWS                                                     | SAT M    | #                      | 915,671                | 13.41                   |                                               |                                       |                                       | 915,671          | 987,908          | 1,085,252        |                    |
| NEWS                                                     | SUN      | #                      | 1,515,462              | 22.19                   |                                               |                                       |                                       | 1,515,462        | 1,676,858        | 1,773,676        |                    |
| NEWS RECORD                                              | M (M-F)  |                        |                        |                         |                                               |                                       |                                       |                  | 23,764           | 23,881           |                    |
| NEW YORK CITY (NEW YORK CO.)                             |          | 3,048,200              |                        |                         | 3,244,900                                     |                                       |                                       | 6,293,100        |                  |                  |                    |
| POST                                                     | ALL DAY  |                        |                        |                         |                                               |                                       |                                       |                  |                  |                  |                    |
| POST                                                     | (M-F)    |                        |                        |                         | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                                       |                  |                  |                  |                    |
| POST                                                     | SAT M    |                        |                        |                         | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                                       |                  |                  |                  |                    |
| NEW YORK CITY (NEW YORK CO.)                             |          | 6,899,300#             |                        |                         |                                               |                                       |                                       | 6,899,300        |                  |                  |                    |
| TIMES                                                    | M (M-F)  | #                      | 726,629                | 10.53                   |                                               |                                       |                                       | 726,629          | 1,035,426        | 1,013,211        |                    |
| TIMES                                                    | SAT M    | #                      | 549,184                | 7.96                    |                                               |                                       |                                       | 549,184          | 796,583          | 767,800          |                    |
| TIMES                                                    | SUN      | #                      | 1,055,626              | 15.30                   |                                               |                                       |                                       | 1,055,626        | 1,625,649        | 1,623,562        |                    |
| WALL STREET JOURNAL-<br>EASTERN EDITION                  | M (M-F)  |                        |                        |                         |                                               |                                       |                                       |                  | 792,550          | 777,900          |                    |
| WALL STREET JOURNAL-<br>NATIONAL EDITION                 | M (M-F)  |                        |                        |                         |                                               |                                       |                                       |                  | 1,985,559        | 1,990,025        |                    |
| WOMEN'S WEAR DAILY                                       | M (M-F)  |                        |                        |                         | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                                       |                                       |                  |                  |                  |                    |

| NEW YORK                                                                                                                                              |                                                   | CZ OR<br>OH'S | NDM<br>CIRC                                       | RATIO<br>CIRC/<br>OH'S                    | RTZ OR<br>OH'S | NDM<br>CIRC                                    | RATIO<br>CIRC/<br>OH'S                    | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC                                               | TOTAL CIRCULATION<br>AS OF<br>3/31/86              | AS OF<br>3/31/85                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------|---------------------------------------------------|-------------------------------------------|----------------|------------------------------------------------|-------------------------------------------|----------------------------------|----------------------------------------------------|----------------------------------------------------|-----------------------------------------------------|
| NEWBURGH (ORANGE CO.)-<br>BEACON (DUTCHESS CO.)<br>NEWS<br>NEWS                                                                                       | E<br>SUN                                          | 21,500        | 10,067<br>10,217                                  | 46.82<br>47.52                            | 78,000         | 3,779<br>3,965                                 | 4.84<br>5.08                              | 99,500                           | 13,846<br>14,182                                   | 14,045<br>14,389                                   | 15,381<br>15,439                                    |
| NIAGARA FALLS (NIAGARA CO.)<br>GAZETTE<br>GAZETTE                                                                                                     | M<br>SUN                                          | 33,800        | 22,220<br>22,693                                  | 65.74<br>67.14                            | 12,900         | 3,385<br>4,096                                 | 26.24<br>31.75                            | 46,700                           | 25,605<br>26,789                                   | 28,399<br>30,255                                   | 29,089<br>30,793                                    |
| OLEAN (CATTARAUGUS CO.)<br>TIMES-HERALD                                                                                                               | E                                                 | 11,900        | 9,455                                             | 79.45                                     | 49,300         | 14,823                                         | 30.07                                     | 61,200                           | 24,278                                             | 25,605                                             | 25,723                                              |
| ONEONTA (OTSEGO CO.)<br>STAR                                                                                                                          | M                                                 | 5,300         | 3,986                                             | 75.21                                     | 29,700         | 12,587                                         | 42.38                                     | 35,000                           | 16,573                                             | 18,713                                             | 18,420*                                             |
| OSWEGO (OSWEGO CO.)<br>PALLADIUM-TIMES                                                                                                                | E                                                 | 8,300         | 5,237                                             | 63.10                                     | 28,400         | 3,532                                          | 12.44                                     | 36,700                           | 8,769                                              | 8,983                                              | 8,601                                               |
| PLATTSBURGH (CLINTON CO.)<br>PRESS REPUBLICAN                                                                                                         | M                                                 | 12,400        | 9,376                                             | 75.61                                     | 16,500         | 8,061                                          | 48.85                                     | 28,900                           | 17,437                                             | 22,571*                                            | 22,376*                                             |
| POUGHKEEPSIE (DUTCHESS CO.)<br>JOURNAL<br>JOURNAL                                                                                                     | M<br>SUN                                          | 26,100        | 15,106<br>17,097                                  | 57.88<br>65.51                            | 79,000         | 25,537<br>39,376                               | 32.33<br>49.84                            | 105,100                          | 40,643<br>56,473                                   | 41,438<br>59,349                                   | 41,404<br>58,629                                    |
| ROCHESTER (MONROE CO.)<br>DEMOCRAT & CHRONICLE,<br>TIMES-UNION<br>DEMOCRAT & CHRONICLE<br>TIMES-UNION<br>DEMOCRAT & CHRONICLE<br>DEMOCRAT & CHRONICLE | <br>CMB DLY<br>M (M-F)<br>E (M-F)<br>SAT M<br>SUN | 237,900       | 172,243<br>91,323<br>80,920<br>137,485<br>175,224 | 72.40<br>38.39<br>34.01<br>57.79<br>73.65 | 168,100        | 51,399<br>33,225<br>18,174<br>47,286<br>75,640 | 30.58<br>19.77<br>10.81<br>28.13<br>45.00 | 406,000                          | 223,642<br>124,548<br>99,094<br>184,771<br>250,864 | 226,968<br>127,618<br>99,350<br>188,114<br>257,969 | 230,900<br>129,317<br>101,583<br>191,798<br>252,443 |
| ROME (ONEIDA CO.)<br>SENTINEL                                                                                                                         | E                                                 | 16,000        | 10,992                                            | 68.70                                     | 22,000         | 7,469                                          | 33.95                                     | 38,000                           | 18,461                                             | 19,046                                             | 19,499                                              |
| SARATOGA SPRINGS<br>(SARATOGA CO.)<br>SARATOGIAN<br>SARATOGIAN                                                                                        | M<br>SUN                                          | 9,300         | 5,816<br>6,766                                    | 62.54<br>72.75                            | 42,000         | 4,718<br>6,762                                 | 11.23<br>16.10                            | 51,300                           | 10,534<br>13,528                                   | 10,925<br>17,070                                   | 10,961<br>17,787                                    |
| SCHENECTADY (SCHENECTADY CO.)<br>GAZETTE                                                                                                              | M                                                 | 53,000        | 37,589                                            | 70.92                                     | 46,700         | 19,746                                         | 42.28                                     | 99,700                           | 57,335                                             | 71,520                                             | 71,238                                              |

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| NEW YORK                                                              |         | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC    | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-----------------------------------------------------------------------|---------|---------------|-------------|------------------------|----------------|-------------|------------------------|----------------------------------|---------|---------------------------------------|------------------|
| STATEN ISLAND (RICHMOND CO.)                                          |         | 129,300       |             |                        |                |             |                        | 129,300                          |         |                                       |                  |
| ADVANCE                                                               | E (M-F) |               | 74,296      | 57.46                  |                |             |                        |                                  | 74,296  | 74,898                                | 73,042           |
| ADVANCE                                                               | SAT E   |               | 71,979      | 55.67                  |                |             |                        |                                  | 71,979  | 72,565                                | 70,850           |
| ADVANCE                                                               | SUN     |               | 84,267      | 65.17                  |                |             |                        |                                  | 84,267  | 84,927                                | 83,877           |
| SYRACUSE (ONONDAGA CO.)                                               |         | 137,000       |             |                        | 148,400        |             |                        | 285,400                          |         |                                       |                  |
| POST-STANDARD,                                                        |         |               |             |                        |                |             |                        |                                  |         |                                       |                  |
| HERALD-JOURNAL                                                        | CMB DLY |               | 124,964     | 91.21                  |                | 49,686      | 33.48                  |                                  | 174,650 | 186,857                               | 186,328          |
| POST-STANDARD                                                         | M       |               | 49,485      | 36.12                  |                | 24,838      | 16.74                  |                                  | 74,323  | 84,877                                | 82,730           |
| HERALD-JOURNAL                                                        | E       |               | 75,479      | 55.09                  |                | 24,848      | 16.74                  |                                  | 100,327 | 101,980                               | 103,598          |
| HERALD-AMERICAN                                                       | SUN     |               | 113,719     | 83.01                  |                | 73,558      | 49.57                  |                                  | 187,277 | 232,617                               | 231,731          |
| TONAWANDA (ERIE CO.)-<br>NORTH TONAWANDA (NIAGARA CO.)                |         | 19,700        |             |                        | 39,600         |             |                        | 59,300                           |         |                                       |                  |
| NEWS                                                                  | E (M-F) |               | 11,729      | 59.54                  |                | 2,392       | 6.04                   |                                  | 14,121  | 14,407                                | 14,759           |
| NEWS                                                                  | SAT M   |               | 11,766      | 59.73                  |                | 2,440       | 6.16                   |                                  | 14,206  | 14,493                                | 14,800           |
| TROY (RENSSELAER CO.)                                                 |         | 43,500        |             |                        | 54,500         |             |                        | 98,000                           |         |                                       |                  |
| TIMES RECORD                                                          | E       |               | 30,022      | 69.02                  |                | 12,750      | 23.39                  |                                  | 42,772  | 44,607                                | 47,568           |
| TIMES RECORD                                                          | SUN     |               | 30,493      | 70.10                  |                | 12,080      | 22.17                  |                                  | 42,573  | 44,616                                | 47,701           |
| UTICA (ONEIDA CO.)                                                    |         | 43,900        |             |                        | 80,800         |             |                        | 124,700                          |         |                                       |                  |
| PRESS, OBSERVER-DISPATCH                                              | CMB DLY |               | 39,740      | 90.52                  |                | 19,641      | 24.31                  |                                  | 59,381  | 60,905                                | 63,077           |
| PRESS                                                                 | M (M-F) |               | 14,263      | 32.49                  |                | 13,089      | 16.20                  |                                  | 27,352  | 28,537                                | 28,873           |
| OBSERVER-DISPATCH                                                     | E (M-F) |               | 25,477      | 58.03                  |                | 6,552       | 8.11                   |                                  | 32,029  | 32,368                                | 34,204           |
| OBSERVER-DISPATCH & PRESS                                             | SAT M   |               | 34,392      | 78.34                  |                | 18,281      | 22.63                  |                                  | 52,673  | 54,531                                | 56,505           |
| OBSERVER-DISPATCH                                                     | SUN     |               | 32,168      | 73.28                  |                | 22,543      | 27.90                  |                                  | 54,711  | 59,771                                | 58,765           |
| WATERTOWN (JEFFERSON CO.)                                             |         | 14,700        |             |                        | 68,200         |             |                        | 82,900                           |         |                                       |                  |
| TIMES                                                                 | E       |               | 10,351      | 70.41                  |                | 28,946      | 42.44                  |                                  | 39,297  | 41,797*                               | 41,788*          |
| WESTCHESTER CO.-ROCKLAND CO.-<br>PUTNAM CO., NY-<br>FAIRFIELD CO., CT |         | 435,600#      |             |                        |                |             |                        | 435,600                          |         |                                       |                  |
| WESTCHESTER-ROCKLAND<br>NEWSPAPERS, INC.                              | E       | #             |             |                        |                |             |                        |                                  |         | 180,093                               | 187,108          |
| WESTCHESTER-ROCKLAND<br>NEWSPAPERS, INC.                              | SUN     | #             |             |                        |                |             |                        |                                  |         | 199,685                               | 201,431          |

| NEW YORK                      |         | CZ OR NDM |         | RATIO | RTZ OR NDM |         | RATIO | TOTAL NDM OR |         | TOTAL CIRCULATION |         |
|-------------------------------|---------|-----------|---------|-------|------------|---------|-------|--------------|---------|-------------------|---------|
|                               |         | OH'S      | CIRC    |       | OH'S       | CIRC    |       | CZ & RTZ     | OH'S    | AS OF             | AS OF   |
|                               |         |           |         | CIRC/ |            |         | CIRC/ |              |         | 3/31/86           | 3/31/85 |
|                               |         |           |         | OH'S  |            |         | OH'S  |              |         |                   |         |
| WESTCHESTER CO.-ROCKLAND CO.- |         |           |         |       |            |         |       |              |         |                   |         |
| PUTNAM CO.-DUTCHESS CO.-      |         |           |         |       |            |         |       |              |         |                   |         |
| ULSTER CO., NY-               |         |           |         |       |            |         |       |              |         |                   |         |
| FAIRFIELD CO., CT             |         |           |         |       |            |         |       |              |         |                   |         |
|                               |         | 540,700   |         |       |            |         |       | 540,700      |         |                   |         |
| POUGHKEEPSIE JOURNAL CMB.     |         |           |         |       |            |         |       |              |         |                   |         |
| W/WESTCHESTER-ROCKLAND        | M & E   |           |         |       |            |         |       |              |         | 221,531           | 228,512 |
| NEWSPAPERS, INC.              |         |           |         |       |            |         |       |              |         |                   |         |
| POUGHKEEPSIE JOURNAL CMB.     |         |           |         |       |            |         |       |              |         |                   |         |
| W/WESTCHESTER-ROCKLAND        | SUN     |           |         |       |            |         |       |              |         | 259,034           | 260,060 |
| NEWSPAPERS, INC.              |         |           |         |       |            |         |       |              |         |                   |         |
| NORTH CAROLINA                |         |           |         |       |            |         |       |              |         |                   |         |
| ASHEBORO (RANDOLPH CO.)       |         |           |         |       |            |         |       |              |         |                   |         |
| COURIER-TRIBUNE               | E (M-F) | 29,300#   |         |       |            |         |       | 29,300       |         |                   |         |
| COURIER-TRIBUNE               | SUN     | #         | 14,246  | 48.62 |            |         |       | 14,246       | 17,211  | 16,561            |         |
|                               |         | #         | 15,430  | 52.66 |            |         |       | 15,430       | 18,823  | 17,723            |         |
| ASHEVILLE (BUNCOMBE CO.)      |         |           |         |       |            |         |       |              |         |                   |         |
| CITIZEN, TIMES                | CMB DLY | 35,200    |         |       | 158,600    |         |       | 193,800      |         |                   |         |
| CITIZEN                       | M (M-F) |           | 21,871  | 62.13 |            | 39,129  | 24.67 | 61,000       | 62,029  | 62,644            |         |
| TIMES                         | E (M-F) |           | 14,312  | 40.66 |            | 33,491  | 21.12 | 47,803       | 48,759  | 48,879            |         |
| CITIZEN-TIMES                 | SAT M   |           | 7,559   | 21.47 |            | 5,638   | 3.55  | 13,197       | 13,270  | 13,765            |         |
| CITIZEN-TIMES                 | SUN     |           | 20,510  | 58.27 |            | 39,745  | 25.06 | 60,255       | 61,390  | 61,336            |         |
|                               |         |           | 21,377  | 60.73 |            | 48,557  | 30.62 | 69,934       | 71,951  | 71,946            |         |
| BURLINGTON (ALAMANCE CO.)     |         |           |         |       |            |         |       |              |         |                   |         |
| TIMES-NEWS                    | E (M-F) | 21,200    |         |       | 20,000     |         |       | 41,200       |         |                   |         |
| TIMES-NEWS                    | SAT M   |           | 15,444  | 72.85 |            | 13,927  | 69.64 | 29,371       | 29,541* | 29,496*           |         |
| TIMES-NEWS                    | SUN     |           | 15,236  | 71.87 |            | 13,800  | 69.00 | 29,036       | 29,205* | 29,104*           |         |
|                               |         |           | 16,417  | 77.44 |            | 14,180  | 70.90 | 30,597       | 30,766* | 30,565*           |         |
| CHARLOTTE (MECKLENBURG CO.)   |         |           |         |       |            |         |       |              |         |                   |         |
| OBSERVER                      |         | 163,200   |         |       | 387,600    |         |       | 550,800      |         |                   |         |
| (11-4-85 to 3-31-86)          | M       |           | 109,263 | 66.95 |            | 73,958  | 19.08 | 183,221      | 208,408 |                   |         |
| OBSERVER, NEWS                |         |           |         |       |            |         |       |              |         |                   |         |
| (10-1-85 to 11-2-85)          | CMB DLY |           | 127,081 | 77.87 |            | 74,315  | 19.17 | 201,396      | 228,270 | 227,161           |         |
| OBSERVER                      |         |           |         |       |            |         |       |              |         |                   |         |
| (10-1-85 to 11-2-85)          | M       |           | 95,189  | 58.33 |            | 70,979  | 18.31 | 166,168      | 192,977 | 187,180           |         |
| NEWS                          |         |           |         |       |            |         |       |              |         |                   |         |
| (10-1-85 to 11-2-85)          | E (M-F) |           | 31,892  | 19.54 |            | 3,336   | 0.86  | 35,228       | 35,293  | 39,981            |         |
| OBSERVER                      | SUN     |           | 125,525 | 76.91 |            | 101,472 | 26.18 | 226,997      | 263,124 | 259,029           |         |
| CLINTON (SAMPSON CO.)         |         |           |         |       |            |         |       |              |         |                   |         |
| INDEPENDENT                   | E (M-F) | 18,000#   |         |       |            |         |       | 18,000       |         |                   |         |
| INDEPENDENT                   | SUN     | #         | 8,446   | 46.92 |            |         |       | 8,446        | 8,727   | 8,162             |         |
|                               |         | #         | 8,877   | 49.32 |            |         |       | 8,877        | 9,156   | 8,561             |         |

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| NORTH CAROLINA                        |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF -<br>3/31/86 | AS OF<br>3/31/85 |
|---------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|-----------------------------------------|------------------|
| CONCORD (CABARRUS CO.)                |         | 13,100                 |                        | 37,100                  |                        | 50,200                                |                                         |                  |
| TRIBUNE                               | E (M-F) | 7,562                  | 57.73                  | 4,756                   | 12.82                  | 12,318                                | 12,441*                                 | 12,489*          |
| TRIBUNE                               | SUN     | 7,923                  | 60.48                  | 5,260                   | 14.18                  | 13,183                                | 13,311*                                 | 13,472*          |
| DURHAM (DURHAM CO.)                   |         | 44,600                 |                        | 146,900                 |                        | 191,500                               |                                         |                  |
| HERALD, SUN                           | CMB DLY | 35,644                 | 79.92                  | 27,686                  | 18.85                  | 63,330                                | 65,197                                  | 63,653           |
| HLRALD                                | M       | 21,076                 | 47.26                  | 22,054                  | 15.01                  | 43,130                                | 44,509                                  | 43,183           |
| SUN                                   | E       | 14,568                 | 32.66                  | 5,632                   | 3.83                   | 20,200                                | 20,688                                  | 20,470           |
| HERALD                                | SUN     | 31,605                 | 70.86                  | 29,363                  | 19.99                  | 60,968                                | 62,609                                  | 60,732           |
| ELIZABETH CITY (PASQUOTANK CO.)       |         | 5,600                  |                        | 25,800                  |                        | 31,400                                |                                         |                  |
| ADVANCE                               | E (M-F) | 3,141                  | 56.09                  | 7,826                   | 30.33                  | 10,967                                | 11,119*                                 | 11,172*          |
| ADVANCE                               | SUN     | 3,645                  | 65.09                  | 8,391                   | 32.52                  | 12,036                                | 12,205*                                 | 12,055*          |
| FAYETTEVILLE (CUMBERLAND CO.)         |         | 64,400                 |                        | 129,500                 |                        | 193,900                               |                                         |                  |
| TIMES, OBSERVER                       | CMB DLY | 41,491                 | 64.43                  | 29,260                  | 22.59                  | 70,751                                | 71,956*                                 | 71,153*          |
| TIMES                                 | M (M-F) | 11,742                 | 18.23                  | 12,792                  | 9.88                   | 24,534                                | 25,571*                                 | 24,875*          |
| OBSERVER                              | E (M-F) | 29,749                 | 46.19                  | 16,468                  | 12.72                  | 46,217                                | 46,385*                                 | 46,278*          |
| OBSERVER-TIMES                        | SAT M   | 41,364                 | 64.23                  | 30,783                  | 23.77                  | 72,147                                | 73,477*                                 | 72,768*          |
| OBSERVER-TIMES                        | SUN     | 40,629                 | 63.09                  | 31,367                  | 24.22                  | 71,996                                | 73,570*                                 | 73,815*          |
| GASTONIA (GASTON CO.)                 |         | 41,600                 |                        | 39,800                  |                        | 81,400                                |                                         |                  |
| GAZETTE                               | E       | 27,915                 | 67.10                  | 10,622                  | 26.62                  | 38,537                                | 39,946                                  | 39,648           |
| GAZETTE                               | SUN     | 30,214                 | 72.63                  | 11,590                  | 29.12                  | 41,804                                | 43,570                                  | 43,010           |
| GOLDSBORO (WAYNE CO.)                 |         | 14,700                 |                        | 31,700                  |                        | 46,400                                |                                         |                  |
| NEWS-ARGUS                            | E (M-F) | 7,997                  | 54.40                  | 13,461                  | 42.46                  | 21,458                                | 21,651*                                 | 22,025*          |
| NEWS-ARGUS                            | SUN     | 8,704                  | 59.21                  | 15,557                  | 49.08                  | 24,261                                | 24,523*                                 | 24,782*          |
| GREENSBORO (GUILFORD CO.)             |         | 76,400                 |                        | 306,500                 |                        | 382,900                               |                                         |                  |
| NEWS & RECORD<br>(2-10-86 to 3-31-86) | M       | 65,358                 | 85.55                  | 45,270                  | 14.77                  | 110,628                               | 112,435                                 |                  |
| NEWS, RECORD<br>(10-1-85 to 2-9-86)   | CMB DLY | 66,081                 | 86.49                  | 44,233                  | 14.43                  | 110,314                               | 112,021                                 | 111,614          |
| NEWS<br>(10-1-85 to 2-9-86)           | M (M-F) | 48,004                 | 62.83                  | 44,228                  | 14.43                  | 92,232                                | 93,911                                  | 91,855           |
| RECORD<br>(10-1-85 to 2-9-86)         | E (M-F) | 18,077                 | 23.66                  | 5                       | 0.00                   | 18,082                                | 18,110                                  | 19,759           |
| NEWS & RECORD<br>(10-1-85 to 2-9-86)  | SAT M   | 68,882                 | 90.16                  | 50,352                  | 16.43                  | 119,234                               | 121,270                                 | 118,162          |
| NEWS & RECORD                         | SUN     | 70,312                 | 92.03                  | 54,445                  | 17.76                  | 124,757                               | 127,543                                 | 124,266          |
| GREENVILLE (PITT. CO.)                |         | 13,100                 |                        | 32,900                  |                        | 46,000                                |                                         |                  |
| REFLECTOR                             | E (M-F) | 8,141                  | 62.15                  | 8,611                   | 26.17                  | 16,752                                | 17,141*                                 | 17,035*          |
| REFLECTOR                             | SUN     | 8,784                  | 67.05                  | 9,883                   | 30.04                  | 18,667                                | 19,096*                                 | 18,766*          |

| NORTH CAROLINA                               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |         |
|----------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------|
| HENDERSON (VANCE CO.)<br>DISPATCH            | E       | 7,500                  | 4,420 58.93            | 15,600                  | 5,103 32.71            | 23,100                                | 9,523                                 | 9,818                                 | 9,349   |
| HENDERSONVILLE (HENDERSON CO.)<br>TIMES-NEWS | M       | 3,500                  | 2,621 74.89            | 22,900                  | 13,209 57.68           | 26,400                                | 15,830                                | 16,576                                | 15,450  |
| TIMES-NEWS<br>(12-29-85 to 3-31-86)          | SUN     |                        | 2,284 65.26            |                         | 13,253 57.87           |                                       | 15,537                                | 16,381                                |         |
| HICKORY (CATAWBA CO.)<br>RECORD              | E       | 20,600                 | 10,404 50.50           | 73,500                  | 17,010 23.14           | 94,100                                | 27,414                                | 27,709*                               | 27,787* |
| HIGH POINT (GUILFORD CO.)<br>ENTERPRISE      | E       | 32,400                 | 21,106 65.14           | 35,700                  | 9,853 27.60            | 68,100                                | 30,959                                | 31,312                                | 31,605  |
| ENTERPRISE                                   | SUN     |                        | 21,684 66.93           |                         | 10,147 28.42           |                                       | 31,831                                | 32,235                                | 32,281  |
| JACKSONVILLE (ONslow CO.)<br>NEWS            | E       | 14,200                 | 9,628 67.80            | 19,900                  | 11,267 56.62           | 34,100                                | 20,895                                | 21,711*                               | 19,754* |
| NEWS                                         | SUN     |                        | 9,249 65.13            |                         | 11,160 56.08           |                                       | 20,409                                | 21,272*                               | 19,154* |
| KANNAPOLIS (CABARRUS CO.)<br>INDEPENDENT     | E (M-F) | 13,100                 | 9,246 70.58            | 33,400                  | 3,715 11.12            | 46,500                                | 12,961                                | 13,118                                | 13,147  |
| INDEPENDENT                                  | SUN     |                        | 10,100 77.10           |                         | 3,981 11.92            |                                       | 14,081                                | 14,248                                | 14,390  |
| KINSTON (LENOIR CO.)<br>FREE PRESS           | E (M-F) | 9,300                  | 6,619 71.17            | 32,300                  | 6,829 21.14            | 41,600                                | 13,448                                | 13,710*                               | 13,732* |
| FREE PRESS                                   | SUN     |                        | 6,967 74.91            |                         | 7,109 22.01            |                                       | 14,076                                | 14,339*                               | 14,307* |
| LENOIR (CALDWELL CO.)<br>NEWS TOPIC          | E       | 6,700                  | 5,116 76.36            | 14,600                  | 8,210 56.23            | 21,300                                | 13,326                                | 13,537                                | 13,058  |
| LEXINGTON (DAVIDSON CO.)<br>DISPATCH         | E       | 6,400                  | 5,262 82.22            | 22,800                  | 9,505 41.69            | 29,200                                | 14,767                                | 14,975*                               | 14,724* |
| LUMBERTON (ROBESON CO.)<br>ROBESONIAN        | E (M-F) | 6,900                  | 5,085 73.70            | 31,800                  | 10,291 32.36           | 38,700                                | 15,376                                | 15,558                                | 15,524  |
| ROBESONIAN                                   | SUN     |                        | 5,809 84.19            |                         | 11,063 34.79           |                                       | 16,872                                | 17,054                                | 16,976  |
| MONROE (UNION CO.)<br>ENQUIRER-JOURNAL       | E (M-F) | 6,200                  | 3,082 49.71            | 19,500                  | 8,662 44.42            | 25,700                                | 11,744                                | 12,743                                | 13,105  |
| ENQUIRER-JOURNAL                             | SUN     |                        | 3,491 56.31            |                         | 9,027 46.29            |                                       | 12,518                                | 13,551                                | 13,659  |
| MORGANTON (BURKE CO.)<br>NEWS-HERALD         | E (M-F) | 5,700                  | 3,394 59.54            | 22,000                  | 8,013 36.42            | 27,700                                | 11,407                                | 11,614                                | 11,796  |
| NEWS-HERALD                                  | SUN     |                        | 2,899 50.86            |                         | 7,679 34.90            |                                       | 10,578                                | 10,785                                | 9,866   |

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| NORTH CAROLINA                                 |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|------------------------------------------------|---------|------------------------|---------------------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| NEW BERN (CRAVEN CO.)                          |         | 33,100#                |                                       |                         |                        | 33,100                                |                                       |                                       |
| SUN JOURNAL                                    | E       | #                      | 15,704                                | 47.44                   |                        |                                       | 15,704                                | 16,022*                               |
| RALEIGH (WAKE CO.)                             |         | 66,100                 |                                       | 231,000                 |                        | 297,100                               |                                       | 15,677*                               |
| NEWS & OBSERVER, TIMES                         | CMB DLY |                        | 66,286                                | 100.28                  | 58,327                 | 25.25                                 | 124,613                               | 172,751*                              |
| NEWS & OBSERVER                                | M       |                        | 41,514                                | 62.80                   | 48,059                 | 20.80                                 | 89,573                                | 137,511*                              |
| TIMES                                          | E       |                        | 24,772                                | 37.48                   | 10,268                 | 4.45                                  | 35,040                                | 35,240*                               |
| NEWS & OBSERVER                                | SUN     |                        | 54,084                                | 81.82                   | 66,565                 | 28.82                                 | 120,649                               | 177,707*                              |
| ROANOKE RAPIDS (HALIFAX CO.)                   |         | 5,800                  |                                       | 12,600                  |                        | 18,400                                |                                       |                                       |
| HERALD                                         | E (M-F) |                        | 3,707                                 | 63.91                   | 6,044                  | 47.97                                 | 9,751                                 | 11,307                                |
| HERALD                                         | SUN     |                        | 4,497                                 | 77.53                   | 6,217                  | 49.34                                 | 10,714                                | 12,273                                |
| ROCKINGHAM (RICHMOND CO.)                      |         | 6,200                  |                                       | 10,900                  |                        | 17,100                                |                                       |                                       |
| JOURNAL                                        | E (M-F) |                        | 2,902                                 | 46.81                   | 5,285                  | 48.49                                 | 8,187                                 | 8,499                                 |
| ROCKY MOUNT (EDGECOMBE CO.)                    |         | 17,500                 |                                       | 29,800                  |                        | 47,300                                |                                       | 8,071*                                |
| TELEGRAM                                       | E       |                        | 8,196                                 | 46.83                   | 4,897                  | 16.43                                 | 13,093                                | 13,219*                               |
| TELEGRAM                                       | SUN     |                        | 8,361                                 | 47.78                   | 5,966                  | 20.02                                 | 14,327                                | 14,453*                               |
| SALISBURY-SPENCER-<br>EAST SPENCER (ROWAN CO.) |         | 12,000                 |                                       | 100,400                 |                        | 112,400                               |                                       |                                       |
| POST                                           | E       |                        | 9,847                                 | 82.06                   | 15,088                 | 15.03                                 | 24,935                                | 25,339*                               |
| POST                                           | SUN     |                        | 9,733                                 | 81.11                   | 15,251                 | 15.19                                 | 24,984                                | 25,428*                               |
| SANFORD (LEE CO.)                              |         | 6,300                  |                                       | 35,800                  |                        | 42,100                                |                                       |                                       |
| HERALD                                         | E       |                        | 4,245                                 | 67.38                   | 8,474                  | 23.67                                 | 12,719                                | 12,972                                |
| SHELBY (CLEVELAND CO.)                         |         | 11,600                 |                                       | 28,400                  |                        | 40,000                                |                                       | 12,388                                |
| STAR                                           | E       |                        | UNDER TEMPORARY SUSPENSION OF SERVICE |                         |                        |                                       |                                       |                                       |
| STATESVILLE (IREDELL CO.)                      |         | 37,500#                |                                       |                         |                        | 37,500                                |                                       |                                       |
| RECORD & LANDMARK                              | E (M-F) | #                      | 17,326                                | 46.20                   |                        |                                       | 17,326                                | 17,697                                |
| RECORD & LANDMARK                              | SUN     | #                      | 16,856                                | 44.95                   |                        |                                       | 16,856                                | 17,231                                |
| THOMASVILLE (DAVIDSON CO.)                     |         | 9,300                  |                                       | 23,700                  |                        | 33,000                                |                                       | 17,441                                |
| TIMES                                          | M       |                        | 5,611                                 | 60.33                   | 2,595                  | 10.95                                 | 8,206                                 | 8,572                                 |
| WASHINGTON (BEAUFORT CO.)                      |         | 3,800                  |                                       | 26,600                  |                        | 30,400                                |                                       | 8,529                                 |
| NEWS                                           | E       |                        | 2,616                                 | 68.84                   | 6,661                  | 25.04                                 | 9,277                                 | 10,013                                |
| WILMINGTON (NEW HANOVER CO.)                   |         | 38,600                 |                                       | 64,500                  |                        | 103,100                               |                                       | 10,075                                |
| STAR                                           | M       |                        | 26,870                                | 69.61                   | 17,679                 | 27.41                                 | 44,549                                | 45,147                                |
| STAR-NEWS                                      | SUN     |                        | 28,856                                | 74.76                   | 20,246                 | 31.39                                 | 49,102                                | 49,921                                |

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|                                                                           |          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|---------------------------------------------------------------------------|----------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| NORTH CAROLINA                                                            |          |                        |                        |                         |                        |                                       |                                       |                  |
| WILSON (WILSON CO.)<br>TIMES                                              | E        | 13,200                 | 8,587 65.05            | 23,200                  | 8,375 36.10            | 36,400                                | 16,962                                | 17,329*          |
| WINSTON-SALEM (FORSYTH CO.)<br>JOURNAL                                    | M        | 70,200                 | 51,833 73.84           | 191,400                 | 37,982 19.84           | 261,600                               | 89,815                                | 91,536           |
| JOURNAL                                                                   | SUN      |                        | 51,430 73.26           |                         | 47,354 24.74           |                                       | 98,784                                | 100,959          |
| NORTH DAKOTA                                                              |          |                        |                        |                         |                        |                                       |                                       |                  |
| BISMARCK (BURLEIGH CO.)<br>TRIBUNE                                        | E        | 24,500                 | 17,205 70.22           | 40,800                  | 9,517 23.33            | 65,300                                | 26,722                                | 28,471           |
| TRIBUNE                                                                   | SUN      |                        | 18,003 73.48           |                         | 9,319 22.84            |                                       | 27,322                                | 29,430           |
| DEVILS LAKE (RAMSEY CO.)<br>JOURNAL                                       | E (M-F)  | 3,000                  |                        | 7,300                   |                        | 10,300                                |                                       |                  |
| PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME                             |          |                        |                        |                         |                        |                                       |                                       |                  |
| DICKINSON (STARK CO.)<br>PRESS                                            | M (TU-S) | 6,400                  | 4,507 70.42            | 9,400                   | 3,000 31.91            | 15,800                                | 7,507                                 | 8,081            |
| PRESS                                                                     | SUN      |                        | 4,924 76.94            |                         | 2,964 31.53            |                                       | 7,888                                 | 8,462            |
| FARGO (CASS CO.), ND-MOORHEAD<br>(CLAY CO.), MN                           |          | 41,300                 |                        | 45,200                  |                        | 86,500                                |                                       |                  |
| FORUM                                                                     | ALL DAY  |                        | 25,704 62.24           |                         | 19,261 42.61           |                                       | 44,965                                | 55,137           |
| FORUM                                                                     | SUN      |                        | 31,687 76.72           |                         | 21,254 47.02           |                                       | 52,941                                | 64,660           |
| GRAND FORKS (GRAND FORKS CO.),<br>ND - EAST GRAND FORKS<br>(POLK CO.), MN |          | 19,000                 |                        | 57,300                  |                        | 76,300                                |                                       |                  |
| HERALD                                                                    | M        |                        | 15,267 80.35           |                         | 20,587 35.93           |                                       | 35,854                                | 37,926           |
| HERALD                                                                    | SUN      |                        | 16,147 84.98           |                         | 20,162 35.19           |                                       | 36,309                                | 38,335           |
| MINOT (WARD CO.)<br>NEWS                                                  | E        | 13,300                 | 10,494 78.90           | 56,600                  | 16,647 29.41           | 69,900                                | 27,141                                | 28,233           |
| NEWS                                                                      | SUN      |                        | 10,464 78.68           |                         | 16,028 28.32           |                                       | 26,492                                | 27,502           |
| OHIO                                                                      |          |                        |                        |                         |                        |                                       |                                       |                  |
| AKRON (SUMMIT CO.)<br>BEACON JOURNAL                                      | E        | 190,500                | 120,112 63.05          | 116,200                 | 25,518 21.96           | 306,700                               | 145,630                               | 154,652          |
| BEACON JOURNAL                                                            | SUN      |                        | 153,839 80.76          |                         | 47,884 41.21           |                                       | 201,723                               | 227,261          |

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| OHIO                                                |         | CZ OR NDM |         | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM |        | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ |         | TOTAL CIRCULATION |                  |
|-----------------------------------------------------|---------|-----------|---------|------------------------|------------|--------|------------------------|--------------------------|---------|-------------------|------------------|
|                                                     |         | OH'S      | CIRC    |                        | OH'S       | CIRC   |                        | OH'S                     | CIRC    | AS OF<br>3/31/86  | AS OF<br>3/31/85 |
| ALLIANCE (STARK CO.)<br>REVIEW                      | E       | 12,600    | 9,509   | 75.47                  | 17,700     | 3,954  | 22.34                  | 30,300                   | 13,463  | 13,656            | 13,748           |
| ASHLAND (ASHLAND CO.)<br>TIMES-GAZETTE              | E       | 8,800     | 6,997   | 79.51                  | 9,200      | 4,648  | 50.52                  | 18,000                   | 11,645  | 12,271            | 12,499           |
| ATHENS (ATHENS CO.)<br>MESSENGER                    | E (M-F) | 7,900     | 4,261   | 53.94                  | 14,200     | 6,675  | 47.01                  | 22,100                   | 10,936  | 13,743            | 14,394           |
| MESSENGER                                           | SUN     |           | 5,395   | 68.29                  |            | 7,961  | 56.06                  |                          | 13,356  | 17,132            | 17,435           |
| BELLEFONTAINE (LOGAN CO.)<br>EXAMINER               | E       | 4,800     | 3,255   | 67.81                  | 10,400     | 6,686  | 64.29                  | 15,200                   | 9,941   | 10,704            | 11,015           |
| BELMONT CO.<br>(MARTINS FERRY P.O.)<br>TIMES-LEADER | E (M-F) | 34,600#   | 20,142  | 58.21                  |            |        |                        | 34,600                   | 20,142  | 22,368            | 23,990           |
| TIMES-LEADER                                        | SUN     | #         | 21,063  | 60.88                  |            |        |                        |                          | 21,063  | 24,059            | 25,407           |
| BOWLING GREEN (WOOD CO.)<br>SENTINEL-TRIBUNE        | E       | 7,300     | 4,367   | 59.82                  | 28,400     | 8,449  | 29.75                  | 35,700                   | 12,816  | 13,896            | 14,428           |
| BRYAN (WILLIAMS CO.)<br>TIMES                       | E       | 3,300     | 3,118   | 94.48                  | 11,100     | 6,967  | 62.77                  | 14,400                   | 10,085  | 10,694            | 10,434           |
| BUCYRUS (CRAWFORD CO.)<br>TELEGRAPH-FORUM           | E       | 5,400     | 4,491   | 83.17                  | 15,000     | 3,049  | 20.33                  | 20,400                   | 7,540   | 8,007             | 8,107            |
| CAMBRIDGE (GUERNSEY CO.)<br>JEFFERSONIAN            | E       | 9,300     | 6,558   | 70.52                  | 25,100     | 7,106  | 28.31                  | 34,400                   | 13,664  | 14,304            | 14,648           |
| CANTON (STARK CO.)<br>REPOSITORY                    | E       | 75,200    | 41,211  | 54.80                  | 98,200     | 16,433 | 16.73                  | 173,400                  | 57,644  | 58,103*           | 60,536*          |
| REPOSITORY                                          | SUN     |           | 49,041  | 65.21                  |            | 27,404 | 27.91                  |                          | 76,445  | 77,281*           | 77,996*          |
| CHILlicothe (ROSS CO.)<br>GAZETTE                   | E       | 12,000    | 8,106   | 67.55                  | 23,200     | 6,778  | 29.22                  | 35,200                   | 14,884  | 15,331            | 15,011           |
| CINCINNATI (HAMILTON CO.)<br>ENQUIRER               | M       | 395,500   | 137,314 | 34.72                  | 290,100    | 47,808 | 16.48                  | 685,600                  | 185,122 | 190,686           | 190,072          |
| ENQUIRER                                            | SUN     |           | 228,307 | 57.73                  |            | 79,341 | 27.35                  |                          | 307,648 | 316,543           | 308,545          |
| POST                                                | E       |           | 87,525  | 22.13                  |            | 31,085 | 10.72                  |                          | 118,610 | 120,252           | 127,142          |
| CLEVELAND (CUYAHOGA CO.)<br>PLAIN DEALER            | M (M-F) | 564,300   | 336,043 | 59.55                  | 295,500    | 65,226 | 22.07                  | 859,800                  | 401,269 | 454,042           | 464,251          |
| PLAIN DEALER                                        | SAT M   |           | 319,560 | 56.63                  |            | 63,680 | 21.55                  |                          | 383,240 | 428,986           | 437,434          |
| PLAIN DEALER                                        | SUN     |           | 415,115 | 73.56                  |            | 88,500 | 29.95                  |                          | 503,615 | 549,580           | 542,682          |

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| OHIO                                               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|----------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| COLUMBUS (FRANKLIN CO.)                            |         | 346,700                |                        | 195,000                 |                        | 541,700                               |                                       |                  |
| DISPATCH<br>(1-1-86 to 3-31-86)                    | M       | 183,907                | 53.04                  | 40,339                  | 20.69                  | 224,246                               | 238,325                               |                  |
| CITIZEN-JOURNAL, DISPATCH<br>(10-1-85 to 12-31-85) | CMB DLY | 251,969                | 72.68                  | 45,815                  | 23.49                  | 297,784                               | 314,178                               | 323,855          |
| CITIZEN-JOURNAL<br>(10-1-85 to 12-31-85)           | M       | 88,253                 | 25.46                  | 17,440                  | 8.94                   | 105,693                               | 115,167                               | 119,150          |
| DISPATCH<br>(10-1-85 to 12-31-85)                  | E       | 163,716                | 47.22                  | 28,375                  | 14.55                  | 192,091                               | 199,011                               | 204,705          |
| DISPATCH                                           | SUN     | 254,691                | 73.46                  | 77,766                  | 39.88                  | 332,457                               | 371,530                               | 366,626          |
| COSHOCTON (COSHOCTON CO.)                          |         | 6,300                  |                        | 15,300                  |                        | 21,600                                |                                       |                  |
| TRIBUNE                                            | E       | 4,167                  | 66.14                  | 3,126                   | 20.43                  | 7,293                                 | 7,550                                 | 7,661            |
| TRIBUNE                                            | SUN     | 4,347                  | 69.00                  | 3,423                   | 22.37                  | 7,770                                 | 8,028                                 | 8,175            |
| DAYTON (MONTGOMERY CO.)                            |         | 170,900                |                        | 180,600                 |                        | 351,500                               |                                       |                  |
| JOURNAL HERALD, NEWS                               | CMB DLY | 136,901                | 80.11                  | 72,947                  | 40.39                  | 209,848                               | 218,318                               | 218,926          |
| JOURNAL HERALD                                     | M       | 62,358                 | 36.49                  | 36,653                  | 20.30                  | 99,011                                | 104,657                               | 103,014          |
| NEWS                                               | E       | 74,543                 | 43.62                  | 36,294                  | 20.10                  | 110,837                               | 113,661                               | 115,912          |
| NEWS                                               | SUN     | 126,815                | 74.20                  | 86,561                  | 47.93                  | 213,376                               | 226,980                               | 233,509          |
| DEFIANCE (DEFIANCE CO.)                            |         | 6,000                  |                        | 26,100                  |                        | 32,100                                |                                       |                  |
| CRESCENT-NEWS                                      | E       | 5,880                  | 98.00                  | 10,097                  | 38.69                  | 15,977                                | 16,730                                | 17,087           |
| DOVER-NEW PHILADELPHIA<br>(TUSCARAWAS CO.)         |         | 15,600                 |                        | 20,400                  |                        | 36,000                                |                                       |                  |
| TIMES-REPORTER                                     | E       | 11,796                 | 75.62                  | 13,220                  | 64.80                  | 25,016                                | 29,390*                               | 29,731*          |
| TIMES-REPORTER<br>(3-2-86 to 3-31-86)              | SUN     | 10,719                 | 68.71                  | 12,878                  | 63.13                  | 23,597                                | 28,177*                               |                  |
| EAST LIVERPOOL<br>(COLUMBIANA CO.)                 |         | 14,500                 |                        | 24,200                  |                        | 38,700                                |                                       |                  |
| REVIEW                                             | E       | 10,172                 | 70.15                  | 2,670                   | 11.03                  | 12,842                                | 13,074*                               | 13,056*          |
| ELYRIA (LORAIN CO.)                                |         | 47,300#                |                        |                         |                        | 47,300                                |                                       |                  |
| CHRONICLE-TELEGRAM                                 | E       | #                      | 27,081                 | 57.25                   |                        | 27,081                                | 34,726                                | 36,981           |
| CHRONICLE-TELEGRAM                                 | SUN     | #                      | 27,861                 | 58.90                   |                        | 27,861                                | 34,825                                | 36,987           |
| FAIRBORN (GREENE CO.)                              |         | 16,100#                |                        |                         |                        | 16,100                                |                                       |                  |
| HERALD                                             | E (M-F) | #                      | 6,577                  | 40.85                   |                        | 6,577                                 | 6,727                                 | 7,142            |
| FINDLAY (HANCOCK CO.)                              |         | 14,300                 |                        | 29,900                  |                        | 44,200                                |                                       |                  |
| COURIER                                            | M       | 11,604                 | 81.15                  | 11,615                  | 38.85                  | 23,219                                | 25,461                                | 25,681           |
| FREMONT (SANDUSKY CO.)                             |         | 8,500                  |                        | 13,200                  |                        | 21,700                                |                                       |                  |
| NEWS-MESSENGER                                     | E       | 6,974                  | 82.05                  | 5,921                   | 44.86                  | 12,895                                | 13,612                                | 13,847           |

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| OHIO                                                                                           |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|------------------------------------------------------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| GREENVILLE (DARKE CO.)<br>ADVOCATE                                                             | E       | 5,300                  | 3,448 65.06            | 16,200                  | 5,323 32.86            | 21,500                                | 8,771                                 | 9,167 9,281                           |
| HAMILTON (BUTLER CO.)<br>JOURNAL-NEWS                                                          | E       | 45,500                 | 23,180 50.95           | 32,100                  | 4,716 14.69            | 77,600                                | 27,896                                | 28,352 28,443                         |
| JOURNAL-NEWS                                                                                   | SUN     |                        | 23,937 52.61           |                         | 4,822 15.02            |                                       | 28,759                                | 29,167 28,801                         |
| IRONTON (LAWRENCE CO.)<br>TRIBUNE                                                              | E (M-F) | 6,700                  |                        | 24,300                  |                        | 31,000                                |                                       |                                       |
| TRIBUNE                                                                                        | SUN     |                        |                        |                         |                        |                                       |                                       |                                       |
| PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME<br>PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |         |                        |                        |                         |                        |                                       |                                       |                                       |
| KENT-RAVENNA (PORTAGE CO.)<br>RECORD-COURIER                                                   | E       | 20,000                 | 10,795 53.98           | 28,700                  | 11,515 40.12           | 48,700                                | 22,310                                | 23,821 24,013                         |
| LAKE CO. (WILLOUGHBY P.O.)<br>NEWS-HERALD                                                      | E       | 77,400#                | 37,787 48.82           |                         |                        | 77,400                                | 37,787                                | 45,716 43,765                         |
| NEWS-HERALD                                                                                    | SUN     | #                      | 44,271 57.20           |                         |                        |                                       | 44,271                                | 53,784 51,389                         |
| LAKE CO.-GEAUGA CO.-<br>ASHTABULA CO.                                                          |         | 139,700#               |                        |                         |                        | 139,700                               |                                       |                                       |
| NORTHEASTERN OHIO NEWSPAPERS                                                                   | E       | #                      |                        |                         |                        |                                       | 47,807*                               | 47,883                                |
| NORTHEASTERN OHIO NEWSPAPERS                                                                   | SUN     | #                      |                        |                         |                        |                                       | 45,961*                               | 45,047                                |
| LANCASTER (FAIRFIELD CO.)<br>EAGLE-GAZETTE                                                     | E       | 14,200                 | 9,061 63.81            | 24,700                  | 7,660 31.01            | 38,900                                | 16,721                                | 17,242 17,604                         |
| LIMA (ALLEN CO.)<br>NEWS                                                                       | E       | 30,500                 | 23,061 75.61           | 79,500                  | 16,563 20.83           | 110,000                               | 39,624                                | 40,229 40,262                         |
| NEWS                                                                                           | SUN     |                        | 23,654 77.55           |                         | 24,668 31.03           |                                       | 48,322                                | 49,554 48,846                         |
| LORAIN (LORAIN CO.)<br>JOURNAL                                                                 | E       | 51,400#                | 33,521 65.22           |                         |                        | 51,400                                | 33,521                                | 43,168 42,060                         |
| JOURNAL                                                                                        | SUN     | #                      | 34,767 67.64           |                         |                        |                                       | 34,767                                | 46,502 45,332                         |
| MANSFIELD (RICHLAND CO.)<br>NEWS JOURNAL                                                       | E       | 32,700                 | 23,249 71.10           | 38,100                  | 14,505 38.07           | 70,800                                | 37,754                                | 40,211 40,371                         |
| NEWS JOURNAL                                                                                   | SUN     |                        | 24,074 73.62           |                         | 23,028 60.44           |                                       | 47,102                                | 54,224 54,175                         |
| MARIETTA (WASHINGTON CO.)<br>TIMES                                                             | E       | 7,700                  | 5,602 72.75            | 19,900                  | 6,935 34.85            | 27,600                                | 12,537                                | 13,563 13,887                         |
| MARION (MARION CO.)<br>STAR                                                                    | E       | 16,600                 | 10,888 65.59           | 24,400                  | 6,979 28.60            | 41,000                                | 17,867                                | 18,317 18,651                         |
| STAR                                                                                           | SUN     |                        | 10,867 65.46           |                         | 7,017 28.76            |                                       | 17,884                                | 18,340 18,537                         |

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| OHIO                                        |          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S       | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S       | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85   |                    |
|---------------------------------------------|----------|------------------------|------------------------------|-------------------------|------------------------------|---------------------------------------|---------------------------------------|--------------------|--------------------|
| MASSILLON (STARK CO.)<br>INDEPENDENT        | E        | 11,900                 | 7,889 66.29                  | 33,900                  | 7,696 22.70                  | 45,800                                | 15,585                                | 16,055*            | 16,348*            |
| MEDINA (MEDINA CO.)<br>GAZETTE              | M        | 17,700                 | 9,764 55.16                  | 15,100                  | 3,892 25.77                  | 32,800                                | 13,656                                | 15,322             | 15,601             |
| MIDDLETOWN (BUTLER CO.)<br>JOURNAL          | E<br>SUN | 31,100                 | 20,032 64.41<br>20,918 67.26 | 19,400                  | 2,679 13.81<br>2,889 14.89   | 50,500                                | 22,711<br>23,807                      | 23,200<br>24,331   | 23,818<br>24,790   |
| MOUNT VERNON (KNOX CO.)<br>NEWS             | E        | 6,300                  | 5,414 85.94                  | 13,300                  | 4,680 35.19                  | 19,600                                | 10,094                                | 10,741             | 10,926             |
| NEWARK (LICKING CO.)<br>ADVOCATE            | E<br>SUN | 20,800                 | 13,065 62.81<br>12,385 59.54 | 27,700                  | 8,143 29.40<br>7,907 28.55   | 48,500                                | 21,208<br>20,292                      | 21,493<br>20,586   | 22,370<br>21,358   |
| NORWALK (HURON CO.)<br>REFLECTOR            | E        | 5,700                  | 4,276 75.02                  | 17,100                  | 4,818 28.18                  | 22,800                                | 9,094                                 | 9,478              | 9,381              |
| PIQUA (MIAMI CO.)<br>CALL                   | E        | 8,500                  | 5,948 69.98                  | 22,300                  | 3,435 15.40                  | 30,800                                | 9,383                                 | 9,716              | 10,517             |
| PORT CLINTON (OTTAWA CO.)<br>NEWS HERALD    | E        | 14,900#<br>#           | 5,393 36.19                  |                         |                              | 14,900                                | 5,393                                 | 5,534              | 5,587              |
| PORTSMOUTH (SCIOTO CO.)<br>TIMES            | E        | 16,600                 | 9,873 59.48                  | 41,600                  | 7,938 19.08                  | 58,200                                | 17,811                                | 18,095             | 18,881             |
| SALEM (COLUMBIANA CO.)<br>NEWS              | E        | 6,900                  | 5,280 76.52                  | 22,100                  | 4,108 18.59                  | 29,000                                | 9,388                                 | 9,640              | 9,494              |
| SANDUSKY (ERIE CO.)<br>REGISTER             | E<br>SUN | 19,700                 | 14,644 74.34<br>14,911 75.69 | 31,800                  | 10,571 33.24<br>12,839 40.37 | 51,500                                | 25,215<br>27,750                      | 26,233<br>29,976   | 27,455<br>30,853   |
| SIDNEY (SHELBY CO.)<br>NEWS                 | E        | 7,200                  | 5,745 79.79                  | 8,000                   | 5,115 63.94                  | 15,200                                | 10,860                                | 12,670*            | 12,823*            |
| SPRINGFIELD (CLARK CO.)<br>NEWS-SUN         | M<br>SUN | 36,200                 | 25,458 70.33<br>26,551 73.35 | 50,900                  | 11,958 23.49<br>16,351 32.12 | 87,100                                | 37,416<br>42,902                      | 38,447<br>44,582   | 27,043<br>44,593   |
| STEUBENVILLE (JEFFERSON CO.)<br>HERALD-STAR | E<br>SUN | 13,400                 | 10,730 80.07<br>10,155 75.78 | 47,900                  | 9,839 20.54<br>9,595 20.03   | 61,300                                | 20,569<br>19,750                      | 20,834*<br>20,055* | 21,258*<br>20,439* |

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| OHIO                                                            |                  | CZ OR<br>OH'S | NDM<br>CIRC        | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC      | RATIO<br>CIRC/<br>OH'S | TOTAL<br>OH'S | NDM OR<br>CZ & RTZ<br>CIRC | TOTAL CIRCULATION   |                     |
|-----------------------------------------------------------------|------------------|---------------|--------------------|------------------------|----------------|------------------|------------------------|---------------|----------------------------|---------------------|---------------------|
|                                                                 |                  |               |                    |                        |                |                  |                        |               |                            | AS OF<br>3/31/86    | AS OF<br>3/31/85    |
| TIFFIN (SENECA CO.)<br>ADVERTISER-TRIBUNE<br>ADVERTISER-TRIBUNE | E (M-F)<br>SAT M | 9,500         | 6,988<br>6,954     | 73.56<br>73.20         | 10,600         | 3,727<br>3,750   | 35.16<br>35.38         | 20,100        | 10,715<br>10,704           | 11,026<br>11,016    | 11,176              |
| TOLEDO (LUCAS CO.)<br>BLADE<br>BLADE                            | E<br>SUN         | 188,200       | 125,001<br>144,851 | 66.42<br>76.97         | 259,300        | 34,290<br>71,924 | 13.22<br>27.74         | 447,500       | 159,291<br>216,775         | 161,217<br>219,867  | 163,202<br>219,072  |
| TROY (MIAMI CO.)<br>NEWS<br>VALLEY NEWS                         | E<br>SUN         | 7,700         | 5,419<br>5,482     | 70.38<br>71.19         | 26,200         | 5,464<br>7,472   | 20.85<br>28.52         | 33,900        | 10,883<br>12,954           | 11,087<br>13,174    | 10,907<br>13,169    |
| URBANA (CHAMPAIGN CO.)<br>CITIZEN                               | E                | 4,600         | 3,429              | 74.54                  | 8,700          | 3,774            | 43.38                  | 13,300        | 7,203                      | 7,519               | 7,539               |
| WARREN (TRUMBULL CO.)<br>TRIBUNE CHRONICLE<br>TRIBUNE           | E<br>SUN         | 26,000        | 19,190<br>21,282   | 73.81<br>81.85         | 53,200         | 21,825<br>25,733 | 41.02<br>48.37         | 79,200        | 41,015<br>47,015           | 41,936*<br>48,572*  | 41,003*<br>48,721*  |
| WOOSTER (WAYNE CO.)<br>RECORD                                   | E                | 9,100         | 7,742              | 85.09                  | 38,000         | 16,304           | 42.91                  | 47,100        | 24,046                     | 25,362              | 25,994              |
| XENIA (GREENE CO.)<br>GAZETTE                                   | E                | 10,800        | 6,768              | 62.67                  | 21,700         | 4,153            | 19.14                  | 32,500        | 10,921                     | 11,237              | 11,296              |
| YOUNGSTOWN (MAHONING CO.)<br>VINDICATOR<br>VINDICATOR           | E<br>SUN         | 82,800        | 50,303<br>56,482   | 60.75<br>68.21         | 96,300         | 41,557<br>64,735 | 43.15<br>67.22         | 179,100       | 91,860<br>121,217          | 97,348*<br>152,114* | 98,541*<br>151,653* |
| ZANESVILLE (MUSKINGUM CO.)<br>TIMES RECORDER<br>TIMES RECORDER  | M<br>SUN         | 15,200        | 12,173<br>11,683   | 80.09<br>76.86         | 27,200         | 9,752<br>8,349   | 35.85<br>30.69         | 42,400        | 21,925<br>20,032           | 23,274<br>20,984    | 24,236<br>21,795    |
| OKLAHOMA                                                        |                  |               |                    |                        |                |                  |                        |               |                            |                     |                     |
| ADA (PONTOTOC CO.)<br>NEWS<br>NEWS                              | E (M-F)<br>SUN   | 7,100         | 4,797<br>4,868     | 67.56<br>68.56         | 25,700         | 4,263<br>4,597   | 16.59<br>17.89         | 32,800        | 9,060<br>9,465             | 9,206<br>9,620      | 9,312*<br>9,812*    |
| ARDMORE (CARTER CO.)<br>ARDMOREITE<br>ARDMOREITE                | E (M-F)<br>SUN   | 9,900         | 7,502<br>8,620     | 75.78<br>87.07         | 23,300         | 5,676<br>7,218   | 24.36<br>30.98         | 33,200        | 13,178<br>15,838           | 13,433*<br>16,095*  | 13,749*<br>16,261*  |

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| OKLAHOMA                      |          | CZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-------------------------------|----------|---------------|-------------|------------------------|----------------|-------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| BARTLESVILLE (WASHINGTON CO.) |          | 17,900        |             |                        | 11,600         |             |                        | 29,500                                |                                       |                  |
| EXAMINER-ENTERPRISE           | E (M-F)  |               | 11,240      | 62.79                  |                | 1,846       | 15.91                  |                                       | 13,086                                | 13,248*          |
| EXAMINER-ENTERPRISE           | SAT M    |               | 10,618      | 59.32                  |                | 1,823       | 15.72                  |                                       | 12,441                                | 12,604*          |
| EXAMINER-ENTERPRISE           | SUN      |               | 12,583      | 70.30                  |                | 2,267       | 19.54                  |                                       | 14,850                                | 15,032*          |
| CHICKASHA (GRADY CO.)         |          | 6,800         |             |                        | 11,900         |             |                        | 18,700                                |                                       |                  |
| EXPRESS                       | E (M-F)  |               | 3,565       | 52.43                  |                | 1,533       | 12.88                  |                                       | 5,098                                 | 5,227            |
| EXPRESS                       | SUN      |               | 4,219       | 62.04                  |                | 1,821       | 15.30                  |                                       | 6,040                                 | 6,169            |
| DUNCAN (STEPHENS CO.)         |          | 9,500         |             |                        | 10,700         |             |                        | 20,200                                |                                       |                  |
| BANNER                        | E (M-F)  |               | 7,774       | 81.83                  |                | 2,830       | 26.45                  |                                       | 10,604                                | 11,007           |
| BANNER                        | SUN      |               | 8,488       | 89.35                  |                | 3,570       | 33.36                  |                                       | 12,058                                | 12,519           |
| ENID (GARFIELD CO.)           |          | 22,200        |             |                        | 22,000         |             |                        | 44,200                                |                                       |                  |
| NEWS, EAGLE                   | CMB DLY  |               | 16,137      | 72.69                  |                | 9,812       | 44.60                  |                                       | 25,949                                | 28,032           |
| NEWS                          | M (TU-F) |               | 8,206       | 36.96                  |                | 9,129       | 41.50                  |                                       | 17,335                                | 19,351           |
| EAGLE                         | E (M-F)  |               | 7,931       | 35.73                  |                | 683         | 3.10                   |                                       | 8,614                                 | 8,681            |
| NEWS & EAGLE                  | SAT M    |               | 13,647      | 61.47                  |                | 9,604       | 43.65                  |                                       | 23,251                                | 25,315           |
| NEWS                          | SUN      |               | 14,594      | 65.74                  |                | 10,665      | 48.48                  |                                       | 25,259                                | 27,594           |
| LAWTON (COMANCHE CO.)         |          | 30,300        |             |                        | 35,800         |             |                        | 66,100                                |                                       |                  |
| PRESS, CONSTITUTION           | CMB DLY  |               | 20,482      | 67.60                  |                | 10,108      | 28.23                  |                                       | 30,590                                | 31,900*          |
| PRESS                         | M (M-F)  |               | 7,490       | 24.72                  |                | 7,014       | 19.59                  |                                       | 14,504                                | 15,718*          |
| CONSTITUTION                  | E (M-F)  |               | 12,992      | 42.88                  |                | 3,094       | 8.64                   |                                       | 16,086                                | 16,182*          |
| PRESS                         | SAT M    |               | 17,402      | 57.43                  |                | 8,571       | 23.94                  |                                       | 25,973                                | 27,200*          |
| CONSTITUTION                  | SUN      |               | 20,131      | 66.44                  |                | 9,843       | 27.49                  |                                       | 29,974                                | 31,370*          |
| McALESTER (PITTSBURG CO.)     |          | 7,900         |             |                        | 13,800         |             |                        | 21,700                                |                                       |                  |
| NEWS-CAPITAL & DEMOCRAT       | E (M-F)  |               | 5,928       | 75.04                  |                | 5,949       | 43.11                  |                                       | 11,877                                | 12,173           |
| NEWS-CAPITAL & DEMOCRAT       | SUN      |               | 6,030       | 76.33                  |                | 6,115       | 44.31                  |                                       | 12,145                                | 12,442           |
| MIAMI (OTTAWA CO.)            |          | 8,200         |             |                        | 14,100         |             |                        | 22,300                                |                                       |                  |
| NEWS-RECORD                   | E (M-F)  |               | 5,405       | 65.91                  |                | 3,371       | 23.91                  |                                       | 8,776                                 | 8,944            |
| NEWS-RECORD                   | SUN      |               | 5,679       | 69.26                  |                | 3,554       | 25.21                  |                                       | 9,233                                 | 9,401            |
| MUSKOGEE (MUSKOGEE CO.)       |          | 16,000        |             |                        | 43,900         |             |                        | 59,900                                |                                       |                  |
| PHOENIX & TIMES-DEMOCRAT      | M        |               | 9,763       | 61.02                  |                | 8,264       | 18.82                  |                                       | 18,027                                | 18,458           |
| PHOENIX & TIMES-DEMOCRAT      | SUN      |               | 10,443      | 65.27                  |                | 8,518       | 19.40                  |                                       | 18,961                                | 19,305           |
| NORMAN (CLEVELAND CO.)        |          | 31,500        |             |                        | 7,700          |             |                        | 39,200                                |                                       |                  |
| TRANSCRIPT                    | E (M-F)  |               | 15,483      | 49.15                  |                | 521         | 6.77                   |                                       | 16,004                                | 17,027           |
| TRANSCRIPT                    | SAT M    |               | 15,033      | 47.72                  |                | 511         | 6.64                   |                                       | 15,544                                | 16,564           |
| TRANSCRIPT                    | SUN      |               | 16,628      | 52.79                  |                | 585         | 7.60                   |                                       | 17,213                                | 18,305           |
| OKLAHOMA CITY (OKLAHOMA CO.)  |          | 283,500#      |             |                        | 29,400         |             |                        | 312,900                               |                                       |                  |
| JOURNAL RECORD                | M (TU-S) | #             | 4,666       | 1.65                   |                | 121         | 0.41                   |                                       | 4,787                                 | 5,669            |

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|                              |          | CZ OR NDM | RATIO   |       | RTZ OR NDM | RATIO   | TOTAL NDM OR | TOTAL CIRCULATION |          |          |
|------------------------------|----------|-----------|---------|-------|------------|---------|--------------|-------------------|----------|----------|
| OKLAHOMA                     |          | OH'S      | CIRC    | CIRC/ | OH'S       | CIRC    | OH'S         | CZ & RTZ          | AS OF    | AS OF    |
|                              |          | OH'S      | CIRC    | OH'S  | OH'S       | CIRC    | OH'S         | OH'S              | 3/31/86  | 3/31/85  |
| OKLAHOMA CITY (OKLAHOMA CO.) |          | 283,500#  |         |       | 531,500    |         | 815,000      |                   |          |          |
| OKLAHOMAN                    | M (M-F)  | #         | 153,761 | 54.24 |            | 79,762  | 15.01        | 233,523           | 239,404  | 252,364  |
| OKLAHOMAN                    | SAT M    | #         | 145,356 | 51.27 |            | 74,015  | 13.93        | 219,371           | 224,657  | 235,734  |
| OKLAHOMAN                    | SUN      | #         | 206,046 | 72.68 |            | 115,752 | 21.78        | 321,798           | 328,734  | 324,918  |
| OKMULGEE (OKMULGEE CO.)      |          | 7,800     |         |       | 10,100     |         | 17,900       |                   |          |          |
| TIMES                        | M (TU-S) |           | 3,195   | 40.96 |            | 1,632   | 16.16        | 4,827             | 4,955    | 4,959    |
| TIMES                        | SUN      |           | 3,281   | 42.06 |            | 1,736   | 17.19        | 5,017             | 5,145    | 5,160    |
| PONCA CITY (KAY CO.)         |          | 11,600    |         |       | 11,900     |         | 23,500       |                   |          |          |
| NEWS                         | E (M-F)  |           | 8,795   | 75.82 |            | 4,274   | 35.92        | 13,069            | 13,579   | 13,769   |
| NEWS                         | SUN      |           | 9,628   | 83.00 |            | 4,550   | 38.24        | 14,178            | 14,713   | 14,917   |
| SAPULPA (CREEK CO.)          |          | 6,700     |         |       | 11,700     |         | 18,400       |                   |          |          |
| HERALD                       | E (M-F)  |           | 4,574   | 68.27 |            | 3,049   | 26.06        | 7,623             | 7,775*   | 8,133*   |
| HERALD                       | SUN      |           | 4,847   | 72.34 |            | 3,205   | 27.39        | 8,052             | 8,203*   | 8,544*   |
| SHAWNEE (POTTAWATOMIE CO.)   |          | 11,300    |         |       | 34,800     |         | 46,100       |                   |          |          |
| NEWS-STAR                    | M (TU-S) |           | 7,265   | 64.29 |            | 6,237   | 17.92        | 13,502            | 13,860*  | 14,253*  |
| NEWS-STAR                    | SUN      |           | 7,577   | 67.05 |            | 7,022   | 20.18        | 14,599            | 14,956*  | 15,338*  |
| STILLWATER (PAYNE CO.)       |          | 13,300    |         |       | 20,100     |         | 33,400       |                   |          |          |
| NEWS-PRESS                   | E (M-F)  |           | 6,083   | 45.74 |            | 3,921   | 19.51        | 10,004            | 10,269*  | 10,782*  |
| NEWS-PRESS                   | SUN      |           | 6,502   | 48.89 |            | 4,218   | 20.99        | 10,720            | 10,984*  | 11,428*  |
| TULSA (TULSA CO.)            |          | 200,700   |         |       | 193,300    |         | 394,000      |                   |          |          |
| WORLD, TRIBUNE               | CMB DLY  |           | 148,630 | 74.06 |            | 41,935  | 22.21        | 190,565           | 214,461* | 215,775* |
| WORLD                        | M        |           | 85,552  | 42.63 |            | 30,220  | 15.63        | 115,772           | 136,219* | 136,592* |
| TRIBUNE                      | E        |           | 63,078  | 31.43 |            | 11,715  | 6.06         | 74,793            | 78,242*  | 79,183*  |
| WORLD                        | SUN      |           | 157,301 | 78.38 |            | 52,809  | 27.32        | 210,110           | 234,438* | 233,611* |
| OREGON                       |          |           |         |       |            |         |              |                   |          |          |
| ALBANY (LINN CO.)            |          | 33,100#   |         |       |            |         | 33,100       |                   |          |          |
| DEMOCRAT-HERALD              | E        | #         | 21,254  | 64.21 |            |         |              | 21,254            | 21,439*  | 21,354*  |
| ASHLAND (JACKSON CO.)        |          | 6,200     |         |       | 2,300      |         | 8,500        |                   |          |          |
| TIDINGS                      | E        |           | 4,625   | 74.60 |            | 425     | 18.48        | 5,050             | 5,522    | 5,804    |
| ASTORIA (CLATSOP CO.)        |          | 3,900     |         |       | 15,000     |         | 18,900       |                   |          |          |
| ASTORIAN                     | E (M-F)  |           | 3,358   | 86.10 |            | 5,563   | 37.09        | 8,921             | 9,308    | 9,324    |
| BAKER (BAKER CO.)            |          | 3,800     |         |       | 2,600      |         | 6,400        |                   |          |          |
| DEMOCRAT-HERALD              | E (M-F)  |           | 2,336   | 61.47 |            | 583     | 22.42        | 2,919             | 3,028    | 3,280    |

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| OREGON                                       |          | CZ OR<br>OH'S | NDM<br>CIRC                                   | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S | NDM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85   |
|----------------------------------------------|----------|---------------|-----------------------------------------------|------------------------|----------------|-------------|------------------------|---------------------------------------|---------------------------------------|--------------------|
| BEND (DESCHUTES CO.)<br>BULLETIN             | E (M-F)  | 11,500        | 8,606                                         | 74.83                  | 20,900         | 10,594      | 50.69                  | 32,400                                | 19,660*                               | 19,573*            |
| BULLETIN                                     | SUN      |               | 8,665                                         | 75.35                  |                | 10,904      | 52.17                  | 19,200<br>19,569                      | 20,026*                               | 19,621*            |
| COOS BAY-NORTH BEND<br>(COOS CO.)<br>WORLD   | E        | 10,400        | 8,635                                         | 83.03                  | 22,800         | 6,655       | 29.19                  | 33,200                                | 15,551*                               | 15,952*            |
| CORVALLIS (BENTON CO.)<br>GAZETTE-TIMES      | M        | 14,500        | 8,324                                         | 57.41                  | 7,600          | 3,517       | 46.28                  | 22,100                                | 11,841                                | 12,668*            |
| GAZETTE-TIMES                                | SUN      |               | 7,831                                         | 54.01                  |                | 3,462       | 45.55                  | 11,841<br>11,293                      | 12,668*<br>12,155*                    | 12,943*<br>12,341* |
| EUGENE (LANE CO.)<br>REGISTER-GUARD          | M        | 74,200        | 46,674                                        | 62.90                  | 35,400         | 19,605      | 55.38                  | 109,600                               | 66,279                                | 69,720             |
| REGISTER-GUARD                               | SUN      |               | 48,620                                        | 65.53                  |                | 20,851      | 58.90                  | 66,279<br>69,471                      | 69,720<br>74,232                      | 69,259<br>73,010   |
| GRANTS PASS (JOSEPHINE CO.)<br>COURIER       | E        | 10,000        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                |             |                        | 19,500<br>29,500                      |                                       |                    |
| KLAMATH FALLS (KLAMATH CO.)<br>HERALD & NEWS | E (M-F)  | 17,000        | 11,914                                        | 70.08                  | 12,600         | 5,975       | 47.42                  | 29,600                                | 17,889                                | 18,297*            |
| HERALD & NEWS                                | SUN      |               | 11,874                                        | 69.85                  |                | 6,259       | 49.67                  | 17,889<br>18,133                      | 18,297*<br>18,672*                    | 18,677*<br>18,921* |
| LA GRANDE (UNION CO.)<br>OBSERVER            | E        | 4,700         | 4,331                                         | 92.15                  | 7,000          | 2,852       | 40.74                  | 11,700                                | 7,183                                 | 7,399              |
| MEDFORD (JACKSON CO.)<br>MAIL TRIBUNE        | E (M-TH) | 22,400#       | 16,434                                        | 73.37                  | 29,200         | 10,386      | 35.57                  | 51,600                                | 26,820                                | 27,706*            |
| MAIL TRIBUNE                                 | FRI E    | #             | 21,590                                        | 96.38                  |                | 13,592      | 46.55                  | 26,820<br>35,182                      | 27,706*<br>36,627*                    | 27,985*<br>36,137* |
| MAIL TRIBUNE                                 | SUN      | #             | 17,198                                        | 76.78                  |                | 11,857      | 40.61                  | 35,182<br>29,055                      | 36,627*<br>30,858*                    | 36,137*<br>31,216* |
| ONTARIO (MALHEUR CO.)<br>ARGUS OBSERVER      | E (M-F)  | 3,500         | 2,164                                         | 61.83                  | 15,600         | 4,743       | 30.40                  | 19,100                                | 6,907                                 | 7,115              |
| ARGUS OBSERVER                               | SUN      |               | 2,309                                         | 65.97                  |                | 4,896       | 31.38                  | 6,907<br>7,205                        | 7,115<br>7,412                        | 7,205<br>7,415     |
| PENDLETON (UMATILLA CO.)<br>EAST OREGONIAN   | E        | 5,400         | 4,833                                         | 89.50                  | 19,200         | 6,931       | 36.10                  | 24,600                                | 11,764                                | 12,577             |
| PORTLAND (MULTNOMAH CO.)                     |          | 336,500       |                                               |                        | 218,300        |             |                        | 554,800                               |                                       |                    |
| OREGONIAN                                    | ALL DAY  |               |                                               |                        |                |             |                        |                                       |                                       |                    |
| OREGONIAN                                    | (M-F)    |               | 198,850                                       | 59.09                  |                | 72,504      | 33.21                  | 271,354                               | 335,162                               | 309,395            |
| OREGONIAN                                    | SAT M    |               | 191,748                                       | 56.98                  |                | 70,655      | 32.37                  | 262,403                               | 325,875                               | 299,340            |
| OREGONIAN                                    | SUN      |               | 224,493                                       | 66.71                  |                | 89,246      | 40.88                  | 313,739                               | 407,829                               | 408,126            |

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|                             |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-----------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| OREGON                      |         |                        |                        |                                               |                        |                                       |                                       |                                       |
| ROSEBURG (DOUGLAS CO.)      |         | 34,700#                |                        |                                               |                        | 34,700                                |                                       |                                       |
| NEWS-REVIEW                 | E (M-F) | #                      | 19,616                 | 56.53                                         |                        | 19,616                                | 19,872*                               | 19,765*                               |
| NEWS-REVIEW                 | SUN     | #                      | 19,772                 | 56.98                                         |                        | 19,772                                | 20,026*                               | 19,805*                               |
| SALEM (MARION CO.)          |         | 54,100#                |                        | 107,900                                       |                        | 162,000                               |                                       |                                       |
| STATESMAN-JOURNAL           | M       | #                      | 29,841                 | 55.16                                         | 22,925                 | 52,766                                | 53,691                                | 55,274                                |
| STATESMAN-JOURNAL           | SUN     | #                      | 32,405                 | 59.90                                         | 23,569                 | 55,974                                | 56,874                                | 56,224                                |
| THE DALLES (WASCO CO.)      |         | 4,300                  |                        | 11,800                                        |                        | 16,100                                |                                       |                                       |
| CHRONICLE                   | E (M-F) |                        | 3,215                  | 74.77                                         | 1,761                  | 4,976                                 | 5,089*                                | 5,240*                                |
| CHRONICLE                   | SUN     |                        | 3,247                  | 75.51                                         | 1,783                  | 5,030                                 | 5,143*                                | 5,273*                                |
| PENNSYLVANIA                |         |                        |                        |                                               |                        |                                       |                                       |                                       |
| ALLENTOWN (LEHIGH CO.)      |         | 75,900                 |                        | 121,600                                       |                        | 197,500                               |                                       |                                       |
| CALL                        | M       |                        | 56,059                 | 73.86                                         | 58,311                 | 114,370                               | 130,724                               | 130,996                               |
| CALL                        | SUN     |                        | 63,141                 | 83.19                                         | 77,300                 | 140,441                               | 172,442                               | 169,046                               |
| ALTOONA (BLAIR CO.)         |         | 35,400                 |                        | 16,400                                        |                        | 51,800                                |                                       |                                       |
| MIRROR                      | E       |                        | 23,781                 | 67.18                                         | 6,930                  | 30,711                                | 34,730                                | 34,775                                |
| BEAVER (BEAVER CO.)         |         | 73,600#                |                        |                                               |                        | 73,600                                |                                       |                                       |
| TIMES                       | E (M-F) | #                      | 44,312                 | 60.21                                         |                        | 44,312                                | 46,224*                               | 47,097*                               |
| TIMES                       | SUN     | #                      | 47,265                 | 64.22                                         |                        | 47,265                                | 49,836*                               | 50,117*                               |
| BEDFORD (BEDFORD CO.)       |         | 1,400                  |                        | 11,900                                        |                        | 13,300                                |                                       |                                       |
| GAZETTE                     | M       |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| BETHLEHEM (NORTHAMPTON CO.) |         | 41,300                 |                        | 36,000                                        |                        | 77,300                                |                                       |                                       |
| GLOBE-TIMES                 | E (M-F) |                        | 18,159                 | 43.97                                         | 2,030                  | 20,189                                | 24,355                                | 28,225                                |
| GLOBE-TIMES                 |         |                        |                        |                                               | 5.64                   |                                       |                                       |                                       |
| (10-1-85 to 1-11-86)        | SAT M   |                        | 16,461                 | 39.86                                         | 2,018                  | 18,479                                | 22,282                                | 26,282                                |
| GLOBE                       |         |                        |                        |                                               | 5.61                   |                                       |                                       |                                       |
| (10-1-85 to 1-11-86)        | SUN     |                        | 16,673                 | 40.37                                         | 2,076                  | 18,749                                | 22,676                                | 26,242                                |
| BRADFORD (McKEAN CO.)       |         | 8,200                  |                        | 38,700                                        |                        | 46,900                                |                                       |                                       |
| ERA                         | M       |                        | 6,075                  | 74.09                                         | 5,505                  | 11,580                                | 12,029                                | 12,597                                |
| BROWNSVILLE (FAYETTE CO.)   |         | 3,300                  |                        | 22,800                                        |                        | 26,100                                |                                       |                                       |
| TELEGRAPH                   | E       |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| BUTLER (BUTLER CO.)         |         | 21,300                 |                        | 40,200                                        |                        | 61,500                                |                                       |                                       |
| EAGLE                       | E       |                        | 15,413                 | 72.36                                         | 14,532                 | 29,945                                | 30,968                                | 31,223                                |

|                                                                           |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|---------------------------------------------------------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| PENNSYLVANIA                                                              |         |                        |                        |                                               |                        |                                       |                                       |                  |
| CARLISLE (CUMBERLAND CO.)<br>SENTINEL                                     | E       | 11,300                 | 8,118 71.84            | 11,800                                        | 6,188 52.44            | 23,100                                | 14,306                                | 15,884           |
| CHAMBERSBURG (FRANKLIN CO.)<br>PUBLIC OPINION                             | E       | 7,100                  | 4,737 66.72            | 30,400                                        | 13,232 43.53           | 37,500                                | 17,969                                | 20,120           |
| CHESTER (DELAWARE CO.)<br>TIMES                                           | M (M-F) | 110,500#               | 49,363 44.67           |                                               |                        | 110,500                               | 49,363                                | 58,200           |
|                                                                           | SUN     | #                      | 42,169 38.16           |                                               |                        |                                       | 42,169                                | 44,779           |
| CLEARFIELD (CLEARFIELD CO.)<br>PROGRESS                                   | E       | 26,100#                |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       | 26,100                                |                  |
| COATESVILLE (CHESTER CO.)<br>RECORD                                       | E       | 28,700#                | 6,504 22.66            |                                               |                        | 28,700                                | 6,504                                 | 6,758            |
| CONNELLVILLE-SOUTH<br>CONNELLVILLE (FAYETTE CO.)<br>COURIER               | E       | 4,700                  | 4,023 85.60            | 23,100                                        | 8,708 37.70            | 27,800                                | 12,731                                | 13,504           |
| DOYLESTOWN (BUCKS CO.)<br>INTELLIGENCER                                   | M (M-F) | 124,200#               | 40,066 32.26           |                                               |                        | 124,200                               | 40,066                                | 41,971           |
|                                                                           | SUN     | #                      | 42,916 34.55           |                                               |                        |                                       | 42,916                                | 41,305           |
| DU BOIS (CLEARFIELD CO.)<br>COURIER-EXPRESS                               | E       | 4,300                  | 4,005 93.14            | 19,300                                        | 6,848 35.48            | 23,600                                | 10,853                                | 11,303           |
| EASTON (NORTHAMPTON CO.), PA-<br>PHILLIPSBURG (WARREN CO.), NJ<br>EXPRESS | E       | 33,000                 | 22,874 69.32           | 79,300                                        | 21,864 27.57           | 112,300                               | 44,738                                | 46,394           |
|                                                                           | SUN     |                        | 23,250 70.45           |                                               | 22,827 28.79           |                                       | 46,077                                | 48,430           |
| ELLWOOD CITY (LAWRENCE CO.)<br>LEDGER                                     | E       | 3,900                  | 3,071 78.74            | 7,400                                         | 4,137 55.91            | 11,300                                | 7,208                                 | 7,601            |
| ERIE (ERIE CO.)<br>NEWS, TIMES                                            | CMB DLY | 74,300                 | 54,993 74.01           | 39,800                                        | 15,529 39.02           | 114,100                               | 70,522                                | 72,092           |
|                                                                           | M (M-F) |                        | 21,629 29.11           |                                               | 5,961 14.98            |                                       | 27,590                                | 28,279           |
|                                                                           | E (M-F) |                        | 33,364 44.90           |                                               | 9,568 24.04            |                                       | 42,932                                | 43,813           |
|                                                                           | SAT M   |                        | 47,367 63.75           |                                               | 14,493 36.41           |                                       | 61,860                                | 63,325           |
|                                                                           | SUN     |                        | 58,620 78.90           |                                               | 25,573 64.25           |                                       | 84,193                                | 102,910          |
| FRANKLIN (VENANGO CO.)<br>NEWS-HERALD                                     | E       | 26,300#                | 7,456 28.35            |                                               |                        | 26,300                                | 7,456                                 | 7,955*           |

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| PENNSYLVANIA                  |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| GETTYSBURG (ADAMS CO.)        |         | 4,700                  |                        | 23,700                  |                        | 28,400                                |                                       |                                       |
| TIMES                         | E (M-F) | 3,146                  | 66.94                  | 5,167                   | 21.80                  | 8,313                                 | 8,815                                 | 9,109                                 |
| TIMES                         |         |                        |                        |                         |                        |                                       |                                       |                                       |
| (2-8-86 to 3-31-86)           | SAT M   | 2,790                  | 59.36                  | 5,225                   | 22.05                  | 8,015                                 | 8,556                                 |                                       |
| GREENSBURG (WESTMORELAND CO.) |         | 105,200#               |                        |                         |                        | 105,200                               |                                       |                                       |
| TRIBUNE-REVIEW                | M       | #                      | 45,897                 | 43.63                   |                        | 45,897                                | 52,210                                | 52,433                                |
| TRIBUNE-REVIEW                | SUN     | #                      | 56,677                 | 53.88                   |                        | 56,677                                | 79,911                                | 80,349                                |
| GREENVILLE (MERCER CO.)       |         | 2,800                  |                        | 12,700                  |                        | 15,500                                |                                       |                                       |
| RECORD-ARGUS                  | E       | 2,360                  | 84.29                  | 2,521                   | 19.85                  | 4,881                                 | 5,102                                 | 5,000                                 |
| HANOVER (YORK CO.)            |         | 10,800                 |                        | 70,700                  |                        | 81,500                                |                                       |                                       |
| SUN                           | E       | 7,933                  | 73.45                  | 12,761                  | 18.05                  | 20,694                                | 20,992                                | 21,801                                |
| HARRISBURG (DAUPHIN CO.)      |         | 125,300                |                        | 64,300                  |                        | 189,600                               |                                       |                                       |
| PATRIOT, NEWS                 | CMB DLY | 79,392                 | 63.36                  | 16,382                  | 25.48                  | 95,774                                | 106,168                               | 105,145                               |
| PATRIOT                       | M (M-F) | 33,408                 | 26.66                  | 8,697                   | 13.53                  | 42,105                                | 51,123                                | 48,450                                |
| NEWS                          | E (M-F) | 45,984                 | 36.70                  | 7,685                   | 11.95                  | 53,669                                | 55,045                                | 56,695                                |
|                               | SAT M   |                        |                        |                         |                        |                                       |                                       |                                       |
| PATRIOT                       | & HOLDS | 67,052                 | 53.54                  | 15,556                  | 24.19                  | 82,638                                | 92,645                                | 91,685                                |
| PATRIOT-NEWS                  | SUN     | 89,233                 | 71.22                  | 31,895                  | 49.60                  | 121,128                               | 167,646                               | 163,726                               |
| HAZLETON (LUZERNE CO.)        |         | 18,700                 |                        | 13,700                  |                        | 32,400                                |                                       |                                       |
| STANDARD-SPEAKER              | ALL DAY | 14,753                 | 78.89                  | 7,910                   | 57.74                  | 22,663                                | 24,336*                               | 24,301*                               |
| INDIANA (INDIANA CO.)         |         | 9,400                  |                        | 23,000                  |                        | 32,400                                |                                       |                                       |
| GAZETTE                       | E       | 7,832                  | 83.32                  | 11,033                  | 47.97                  | 18,865                                | 20,945                                | 20,862                                |
| JOHNSTOWN (CAMBRIA CO.)       |         | 37,300                 |                        | 89,600                  |                        | 126,900                               |                                       |                                       |
| TRIBUNE-DEMOCRAT              | M       | 25,886                 | 69.40                  | 23,924                  | 26.70                  | 49,810                                | 51,766                                | 52,092                                |
| TRIBUNE-DEMOCRAT              | SUN     | 24,503                 | 65.69                  | 23,702                  | 26.45                  | 48,205                                | 53,554                                | 51,978                                |
| KITTANING (ARMSTRONG CO.)     |         | 7,800                  |                        | 26,400                  |                        | 34,200                                |                                       |                                       |
| LEADER-TIMES                  | E       | 5,183                  | 66.45                  | 5,588                   | 21.17                  | 10,771                                | 11,175                                | 11,513                                |
| LANCASTER (LANCASTER CO.)     |         | 73,400                 |                        | 90,800                  |                        | 164,200                               |                                       |                                       |
| INTELLIGENCER-JOURNAL,        |         |                        |                        |                         |                        |                                       |                                       |                                       |
| NEW ERA                       | CMB DLY | 58,333                 | 79.47                  | 40,438                  | 44.54                  | 98,771                                | 101,127*                              | 100,863*                              |
| INTELLIGENCER-JOURNAL         | M       | 24,416                 | 33.26                  | 17,752                  | 19.55                  | 42,168                                | 43,921*                               | 43,348*                               |
| NEW ERA                       | E       | 33,917                 | 46.21                  | 22,686                  | 24.98                  | 56,603                                | 57,206*                               | 57,515*                               |
| NEWS                          | SUN     | 52,638                 | 71.71                  | 41,819                  | 46.06                  | 94,457                                | 97,602*                               | *                                     |
| LANSDALE (MONTGOMERY CO.)     |         | 25,200                 |                        | 24,600                  |                        | 49,800                                |                                       |                                       |
| REPORTER                      | E       | 13,102                 | 51.99                  | 5,293                   | 21.52                  | 18,395                                | 19,276                                | 18,489                                |

| PENNSYLVANIA                                                                                                              |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|---------------------------------------------------------------------------------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| LAIROBE (WESTMORELAND CO.)<br>BULLETIN                                                                                    | E       | 7,000                  | 5,748 82.11            | 17,400                  | 3,651 20.98            | 24,400                                | 9,399                                 | 9,711 10,169     |
| LITANON (LEBANON CO.)<br>NEWS                                                                                             | E       | 20,100                 | 13,091 65.13           | 20,600                  | 9,314 45.21            | 40,700                                | 22,405                                | 25,148 27,375    |
| NEWS                                                                                                                      | SUN     |                        | 12,680 63.08           |                         | 9,302 45.16            |                                       | 21,982                                | 24,990 29,136    |
| LENIGHTON (CARBON CO.)<br>TIMES NEWS                                                                                      | E       | 42,700#                | 15,964 37.39           |                         |                        | 42,700                                | 15,964                                | 16,414 16,399    |
| LEVITTOWN-BRISTOL-LANGHORNE<br>(BUCKS CO.)<br>COURIER TIMES                                                               | M (M-F) | 52,400                 | 35,415 67.59           | 59,800                  | 29,273 48.95           | 112,200                               | 64,688                                | 65,457 61,288    |
| COURIER TIMES                                                                                                             | SUN     |                        | 37,954 72.43           |                         | 31,939 53.41           |                                       | 69,893                                | 70,999 66,939    |
| LEWISTOWN (MIFFLIN CO.)<br>SENTINEL                                                                                       | E       | 6,400                  | 5,482 85.66            | 16,700                  | 7,353 44.03            | 23,100                                | 12,835                                | 13,533 13,778    |
| LOCK HAVEN (CLINTON CO.)<br>EXPRESS                                                                                       | E       | 5,800                  | 5,682 97.97            | 8,400                   | 3,505 41.73            | 14,200                                | 9,187                                 | 11,310* 11,555*  |
| MCKEESPORT-DUQUESNE-CLAIRTON<br>(ALLEGHENY CO.)<br>NEWS                                                                   | E       | 40,200                 | 20,130 50.07           | 44,200                  | 9,910 22.42            | 84,400                                | 30,040                                | 30,938 31,867    |
| MEADVILLE (CRAWFORD CO.)<br>TRIBUNE                                                                                       | M       | 8,600                  | 6,047 70.31            | 17,500                  | 9,755 55.74            | 26,100                                | 15,802                                | 16,824 17,049    |
| MONESSEN (WESTMORELAND CO.)-<br>CHARLEROI-DONORA<br>(WASHINGTON CO.)<br>VALLEY INDEPENDENT                                | E       | 10,800                 | 7,675 71.06            | 18,000                  | 8,039 44.66            | 28,800                                | 15,714                                | 16,738 17,152    |
| NEW CASTLE (LAWRENCE CO.)<br>NEWS                                                                                         | E       | 14,600                 | 9,053 62.01            | 24,500                  | 11,291 46.09           | 39,100                                | 20,344                                | 20,741 21,059    |
| NEW KENSINGTON (WESTMORELAND CO.)-<br>TARENTUM (ALLEGHENY CO.)-<br>VANDERGRIFF (WESTMORELAND CO.)<br>VALLEY NEWS DISPATCH | E       | 68,000#                | 37,787 55.57           |                         |                        | 68,000                                | 37,787                                | 39,297 39,869    |
| NORRISTOWN (MONTGOMERY CO.)<br>TIMES HERALD                                                                               | E       | 70,700#                | 30,213 42.73           |                         |                        | 70,700                                | 30,213                                | 31,924 30,983    |
| OIL CITY (VENANGO CO.)<br>DERRICK                                                                                         | M       | 37,100#                | 15,241 41.08           |                         |                        | 37,100                                | 15,241                                | 16,084* 16,688*  |

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|                                                       |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86         | AS OF<br>3/31/85 |
|-------------------------------------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|-----------------------------------------------|------------------|
| PENNSYLVANIA                                          |         |                        |                        |                                               |                        |                                       |                                               |                  |
| PHILADELPHIA (PHILADELPHIA CO.)                       |         | 622,000#               |                        | 1,111,800                                     |                        | 1,733,800                             |                                               |                  |
| INQUIRER                                              | M (M-F) | #                      | 180,827                | 29.07                                         | 263,577                | 23.71                                 | 444,404                                       | 519,621          |
| INQUIRER                                              | SAT M   | #                      | 154,611                | 24.86                                         | 239,623                | 21.55                                 | 394,234                                       | 459,854          |
| INQUIRER                                              | SUN     | #                      | 361,800                | 58.17                                         | 513,849                | 46.22                                 | 875,649                                       | 1,011,837        |
| NEWS                                                  | E (M-F) | #                      | 182,511                | 29.34                                         | 56,782                 | 5.11                                  | 239,293                                       | 284,253          |
| NEWS                                                  | SAT E   | #                      | 121,543                | 19.54                                         | 40,242                 | 3.62                                  | 161,785                                       | 196,943          |
| PHOENIXVILLE (CHESTER CO.)                            |         | 5,700                  |                        | 21,900                                        |                        | 27,600                                |                                               |                  |
| PHOENIX                                               | E       |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                               |                  |
| PITTSBURGH (ALLEGHENY CO.)                            |         | 432,300                |                        | 584,000                                       |                        | 1,016,300                             |                                               |                  |
| POST-GAZETTE, SUN-TELEGRAPH                           | M (M-F) |                        | 110,520                | 25.57                                         | 48,557                 | 8.31                                  | 159,077                                       | 173,482          |
| POST-GAZETTE, SUN-TELEGRAPH                           | SAT M   |                        | 100,089                | 23.15                                         | 47,355                 | 8.11                                  | 147,444                                       | 160,977          |
| PRESS                                                 | E (M-F) |                        | 188,258                | 43.55                                         | 46,564                 | 7.97                                  | 234,822                                       | 239,849          |
| PRESS                                                 | SAT E   |                        | 164,152                | 37.97                                         | 41,985                 | 7.19                                  | 206,137                                       | 210,416          |
| PRESS                                                 | SUN     |                        | 311,335                | 72.02                                         | 207,482                | 35.53                                 | 518,817                                       | 579,910          |
| POTTSTOWN (MONTGOMERY CO.)                            |         | 51,800#                |                        |                                               |                        | 51,800                                |                                               |                  |
| MERCURY                                               | M       | #                      | 27,087                 | 52.29                                         |                        |                                       | 27,087                                        | 28,513           |
| MERCURY                                               | SUN     | #                      | 27,093                 | 52.30                                         |                        |                                       | 27,093                                        | 29,183           |
| POTTSVILLE (SCHUYLKILL CO.)                           |         | 37,500#                |                        |                                               |                        | 37,500                                |                                               |                  |
| REPUBLICAN                                            | E       | #                      | 24,835                 | 66.23                                         |                        |                                       | 24,835                                        | 28,768           |
| QUAKERTOWN (BUCKS CO.)                                |         | 31,900#                |                        |                                               |                        | 31,900                                |                                               |                  |
| FREE PRESS                                            | E (M-F) | #                      |                        |                                               |                        |                                       | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                  |
| READING (BERKS CO.)                                   |         | 76,800                 |                        | 47,100                                        |                        | 123,900                               |                                               |                  |
| TIMES, EAGLE                                          | CMB DLY |                        | 56,873                 | 74.05                                         | 21,775                 | 46.23                                 | 78,648                                        | 82,569           |
| TIMES                                                 | M       |                        | 33,183                 | 43.21                                         | 9,779                  | 20.76                                 | 42,962                                        | 45,949           |
| EAGLE                                                 | E       |                        | 23,690                 | 30.85                                         | 11,996                 | 25.47                                 | 35,686                                        | 36,620           |
| EAGLE                                                 | SUN     |                        | 56,679                 | 73.80                                         | 26,622                 | 56.52                                 | 83,301                                        | 113,715          |
| SCRANTON (LACKAWANNA CO.)                             |         | 44,900                 |                        | 89,000                                        |                        | 133,900                               |                                               |                  |
| TIMES                                                 | E       |                        | 32,056                 | 71.39                                         | 26,239                 | 29.48                                 | 58,295                                        | 58,817           |
| TIMES                                                 | SUN     |                        | 29,915                 | 66.63                                         | 29,707                 | 33.38                                 | 59,622                                        | 60,835           |
| TRIBUNE                                               | M       |                        | 18,060                 | 40.22                                         | 18,962                 | 21.31                                 | 37,022                                        | 38,105           |
| SCRANTONIAN                                           | SUN     |                        | 22,820                 | 50.82                                         | 27,068                 | 30.41                                 | 49,888                                        | 51,993           |
| SHARON-FARRELL-SHARPSVILLE-<br>HERMITAGE (MERCER CO.) |         | 18,800                 |                        | 32,800                                        |                        | 51,600                                |                                               |                  |
| HERALD                                                | E       |                        | 14,272                 | 75.91                                         | 12,424                 | 37.88                                 | 26,696                                        | 27,193           |
| SHENANDOAH-ASHLAND-MAHANAY<br>CITY (SCHUYLKILL CO.)   |         | 18,300#                |                        |                                               |                        | 18,300                                |                                               |                  |
| HERALD                                                | E       | #                      | 9,754                  | 53.30                                         |                        |                                       | 9,754                                         | 10,503*          |

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|                                                               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RIZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|---------------------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| PENNSYLVANIA                                                  |         |                        |                        |                         |                        |                                       |                                       |                  |
| SOMERSET (SOMERSET CO.)<br>AMERICAN                           | M       | 3,000                  | 2,902 96.73            | 27,500                  | 7,722 28.08            | 30,500                                | 10,624                                | 11,069           |
| STROUDSBURG-EAST STROUDSBURG<br>(MONROE CO.)<br>POCONO RECORD | M       | 8,800                  | 6,525 74.15            | 21,600                  | 10,078 46.66           | 30,400                                | 16,603                                | 18,857*          |
| POCONO RECORD                                                 | SUN     |                        | 6,436 73.14            |                         | 11,039 51.11           |                                       | 17,475                                | 19,988*          |
| SUNBURY (NORTHUMBERLAND CO.)<br>ITEM                          | E       | 50,900#                | 24,748 48.62           |                         |                        | 50,900                                | 24,748                                | 26,786*          |
| TITUSVILLE (CRAWFORD CO.)<br>HERALD                           | M       | 3,800                  | 2,772 72.95            | 5,400                   | 1,502 27.81            | 9,200                                 | 4,274                                 | 4,881*           |
| UNIONTOWN (FAYETTE CO.)<br>HERALD-STANDARD                    | M (M-F) | 15,800                 | 11,112 70.33           | 32,400                  | 14,548 44.90           | 48,200                                | 25,660                                | 28,652           |
| HERALD-STANDARD                                               | SUN     |                        | 11,284 71.42           |                         | 15,338 47.34           |                                       | 26,622                                | 29,729           |
| WARREN (WARREN CO.)<br>TIMES-OBSERVER                         | M       | 6,100                  | 5,330 87.38            | 11,300                  | 6,126 54.21            | 17,400                                | 11,456                                | 12,350           |
| WASHINGTON (WASHINGTON CO.)<br>OBSERVER-REPORTER              | M       | 8,500                  | 7,254 85.34            | 29,700                  | 17,910 60.30           | 38,200                                | 25,164                                | 35,172*          |
| WAYNESBORO (FRANKLIN CO.)<br>RECORD HERALD                    | E       | 7,800                  | 6,209 79.60            | 12,900                  | 3,104 24.06            | 20,700                                | 9,313                                 | 10,414           |
| WEST CHESTER (CHESTER CO.)<br>LOCAL NEWS                      | E       | 12,900#                | 7,224 56.00            | 50,400                  | 27,012 53.60           | 63,300                                | 34,236                                | 38,896           |
| WILKES-BARRE (LUZERNE CO.)<br>CITIZENS' VOICE                 | M       | 49,100                 | 26,275 53.51           | 81,700                  | 18,867 23.09           | 130,800                               | 45,142                                | 46,065*          |
| WILKES-BARRE (LUZERNE CO.)<br>INDEPENDENT                     | SUN     | 187,800#               | 63,465 33.79           |                         |                        | 187,800                               | 63,465                                | 64,934*          |
| WILLIAMSPORT (LYCOMING CO.)<br>SUN-GAZETTE                    | E       | 21,600                 | 17,833 82.56           | 90,300                  | 15,420 17.08           | 111,900                               | 33,253                                | 33,794*          |
| YORK (YORK CO.)<br>DISPATCH                                   | E       | 52,200                 | 30,409 58.25           | 70,900                  | 18,760 26.46           | 123,100                               | 49,169                                | 50,082           |
| RECORD                                                        | M       |                        | 23,584 45.18           |                         | 16,152 22.78           |                                       | 39,736                                | 40,594           |

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|                             |         | CZ OR NDM | RATIO   | RTZ OR NDM | RATIO   | TOTAL NDM OR | TOTAL CIRCULATION |         |         |
|-----------------------------|---------|-----------|---------|------------|---------|--------------|-------------------|---------|---------|
| RHODE ISLAND                |         | OH'S      | CIRC    | OH'S       | CIRC    | OH'S         | CZ & RTZ          | AS OF   | AS OF   |
|                             |         |           |         |            |         |              | OH'S              | 3/31/86 | 3/31/85 |
| NEWPORT (NEWPORT CO.)       |         | 16,500    |         |            | 7,000   |              | 23,500            |         |         |
| NEWS                        | E       |           | 11,789  | 71.45      | 3,824   | 54.63        | 15,613            | 15,891  | 15,803  |
| PAWTUCKET-CENTRAL FALLS     |         | 35,700    |         |            | 29,400  |              | 65,100            |         |         |
| (PROVIDENCE CO.)            |         |           | 17,922  | 50.20      | 7,839   | 26.66        | 25,761            | 26,726  | 27,833  |
| TIMES                       | E       |           |         |            |         |              |                   |         |         |
| PROVIDENCE (PROVIDENCE CO.) |         | 185,300   |         |            | 218,100 |              | 403,400           |         |         |
| JOURNAL, BULLETIN           | CMB DLY |           | 129,009 | 69.62      | 64,657  | 29.65        | 193,666           | 207,917 | 210,187 |
| JOURNAL                     | M (M-F) |           | 40,778  | 22.01      | 34,606  | 15.87        | 75,384            | 88,607  | 84,866  |
| BULLETIN                    | E (M-F) |           | 88,231  | 47.62      | 30,051  | 13.78        | 118,282           | 119,310 | 125,321 |
| JOURNAL-BULLETIN            | SAT M   |           |         |            |         |              |                   |         |         |
| JOURNAL                     | & HOLDS |           | 115,375 | 62.26      | 60,094  | 27.55        | 175,469           | 189,468 | 190,050 |
|                             | SUN     |           | 136,992 | 73.93      | 93,821  | 43.02        | 230,813           | 258,081 | 255,425 |
| WESTERLY (WASHINGTON CO.)   |         | 10,000    |         |            | 23,900  |              | 33,900            |         |         |
| SUN                         | E (M-F) |           | 7,700   | 77.00      | 3,486   | 14.59        | 11,186            | 11,423  | 11,527  |
| SUN                         | SUN     |           | 7,905   | 79.05      | 3,515   | 14.71        | 11,420            | 11,673  | 11,791  |
| WOONSOCKET (PROVIDENCE CO.) |         | 28,500    |         |            | 30,800  |              | 59,300            |         |         |
| CALL & REPORTER             | E       |           | 21,321  | 74.81      | 8,071   | 26.20        | 29,392            | 30,840  | 31,263  |
| CALL & REPORTER             | SUN     |           | 21,092  | 74.01      | 7,807   | 25.35        | 28,899            | 30,242  |         |
| SOUTH CAROLINA              |         |           |         |            |         |              |                   |         |         |
| AIKEN (AIKEN CO.)           |         | 41,800#   |         |            |         |              | 41,800            |         |         |
| STANDARD                    | E (M-F) | #         | 13,586  | 32.50      |         |              | 13,586            | 13,748  | 13,664  |
| ANDERSON (ANDERSON CO.)     |         | 19,300    |         |            | 119,200 |              | 138,500           |         |         |
| INDEPENDENT-MAIL            | M       |           | 15,083  | 78.15      | 25,612  | 21.49        | 40,695            | 42,885* | 43,443  |
| INDEPENDENT-MAIL            | SUN     |           | 15,689  | 81.29      | 27,274  | 22.88        | 42,963            | 45,108* | 45,667  |
| BEAUFORT (BEAUFORT CO.)     |         | 13,000    |         |            | 14,300  |              | 27,300            |         |         |
| GAZETTE                     | E (M-F) |           | 5,633   | 43.33      | 2,286   | 15.99        | 7,919             | 8,344   | 8,111   |
| CHARLESTON (CHARLESTON CO.) |         | 162,000#  |         |            |         |              | 162,000           |         |         |
| NEWS & COURIER, POST        | CMB DLY | #         | 97,367  | 60.10      |         |              | 97,367            | 111,482 | 111,350 |
| NEWS & COURIER              | M (M-F) | #         | 59,481  | 36.72      |         |              | 59,481            | 72,852  | 72,010  |
| POST                        | E (M-F) | #         | 37,886  | 23.39      |         |              | 37,886            | 38,630  | 39,340  |
| NEWS & COURIER/POST         | SAT M   | #         | 94,413  | 58.28      |         |              | 94,413            | 109,177 | 107,204 |
| NEWS & COURIER/POST         | SUN     | #         | 98,904  | 61.05      |         |              | 98,904            | 117,712 | 116,280 |

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| SOUTH CAROLINA                |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| COLUMBIA (RICHLAND CO.)       |         | 95,400                 |                        | 217,000                 |                        | 312,400                               |                                       |                                       |
| STATE, RECORD                 | CMB DLY |                        | 74,333 77.92           |                         | 55,421 25.54           |                                       | 129,754                               | 148,676                               |
| STATE                         | M       |                        | 50,426 52.86           |                         | 48,710 22.45           |                                       | 99,136                                | 117,978                               |
| RECORD                        | E       |                        | 23,907 25.06           |                         | 6,711 3.09             |                                       | 30,618                                | 30,698                                |
| STATE                         | SUN     |                        | 70,372 73.77           |                         | 61,881 28.52           |                                       | 132,253                               | 152,868                               |
| FLORENCE (FLORENCE CO.)       |         | 15,900                 |                        | 69,400                  |                        | 85,300                                |                                       |                                       |
| NEWS                          | M       |                        | 11,865 74.62           |                         | 16,815 24.23           |                                       | 28,680                                | 30,289                                |
| NEWS                          | SUN     |                        | 11,909 74.90           |                         | 17,287 24.91           |                                       | 29,196                                | 30,864                                |
| GREENVILLE (GREENVILLE CO.)   |         | 83,300                 |                        | 200,100                 |                        | 283,400                               |                                       |                                       |
| NEWS, PIEDMONT                | CMB DLY |                        | 57,879 69.48           |                         | 48,761 24.37           |                                       | 106,640                               | 111,737                               |
| NEWS                          | M (M-F) |                        | 38,003 45.62           |                         | 43,844 21.91           |                                       | 81,847                                | 86,787                                |
| PIEDMONT                      | E (M-F) |                        | 19,876 23.86           |                         | 4,917 2.46             |                                       | 24,793                                | 24,950                                |
| NEWS-PIEDMONT                 | SAT M   |                        | 52,986 63.61           |                         | 52,011 25.99           |                                       | 104,997                               | 110,332                               |
| NEWS-PIEDMONT                 | SUN     |                        | 59,514 71.45           |                         | 59,984 29.98           |                                       | 119,498                               | 126,095                               |
| GREENWOOD (GREENWOOD CO.)     |         | 8,500                  |                        | 29,000                  |                        | 37,500                                |                                       |                                       |
| INDEX-JOURNAL                 | E (M-F) |                        | 6,502 76.49            |                         | 9,705 33.47            |                                       | 16,207                                | 16,361                                |
| INDEX-JOURNAL                 | SUN     |                        | 6,488 76.33            |                         | 9,909 34.17            |                                       | 16,397                                | 16,566                                |
| MYRTLE BEACH (HORRY CO.)      |         | 20,700                 |                        | 19,400                  |                        | 40,100                                |                                       |                                       |
| SUN NEWS                      | M       |                        | 15,736 76.02           |                         | 9,183 47.34            |                                       | 24,919                                | 25,965                                |
| SUN NEWS                      | SUN     |                        | 19,606 94.71           |                         | 10,607 54.68           |                                       | 30,213                                | 31,779                                |
| ORANGEBURG (ORANGEBURG CO.)   |         | 11,200                 |                        | 23,200                  |                        | 34,400                                |                                       |                                       |
| TIMES & DEMOCRAT              | M       |                        | 7,421 66.26            |                         | 7,637 32.92            |                                       | 15,058                                | 15,763                                |
| TIMES & DEMOCRAT              | SUN     |                        | 7,698 68.73            |                         | 8,136 35.07            |                                       | 15,834                                | 16,476                                |
| ROCK HILL (YORK CO.)          |         | 34,000#                |                        | 15,000                  |                        | 49,000                                |                                       |                                       |
| HERALD                        | E       | #                      | 21,269 62.56           |                         | 4,312 28.75            |                                       | 25,581                                | 26,215                                |
| SPARTANBURG (SPARTANBURG CO.) |         | 42,400                 |                        | 61,500                  |                        | 103,900                               |                                       |                                       |
| HERALD-JOURNAL                | M       |                        | 26,402 62.27           |                         | 21,601 35.12           |                                       | 48,003                                | 49,754*                               |
| HERALD-JOURNAL                | SUN     |                        | 27,552 64.98           |                         | 24,180 39.32           |                                       | 51,732                                | 53,568*                               |
| SUMTER (SUMTER CO.)           |         | 26,300                 |                        | 19,400                  |                        | 45,700                                |                                       |                                       |
| ITEM                          | E       |                        | 8,787 33.41            |                         | 12,013 61.92           |                                       | 20,800                                | 21,069                                |

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|                              |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| SOUTH DAKOTA                 |         |                        |                        |                         |                        |                                       |                                       |                                       |
| ABERDEEN (BROWN CO.)         |         | 10,800                 |                        | 28,400                  |                        | 39,200                                |                                       |                                       |
| AMERICAN NEWS                | M       |                        | 8,196 75.89            | 10,495 36.95            |                        | 18,691                                | 19,844                                | 20,465                                |
| AMERICAN NEWS                | SUN     |                        | 9,058 83.87            | 11,118 39.15            |                        | 20,176                                | 21,414                                | 22,077                                |
| HURON (BEADLE CO.)           |         | 5,400                  |                        | 21,000                  |                        | 26,400                                |                                       |                                       |
| PLAINSMAN                    | E (M-F) |                        | 5,022 93.00            | 6,722 32.01             |                        | 11,744                                | 12,491                                | 13,052                                |
| PLAINSMAN                    | SUN     |                        | 5,078 94.04            | 6,885 32.79             |                        | 11,963                                | 12,787                                | 13,434                                |
| MITCHELL (DAVISON CO.)       |         | 5,900                  |                        | 28,900                  |                        | 34,800                                |                                       |                                       |
| REPUBLIC                     | E       |                        | 4,014 68.03            | 7,407 25.63             |                        | 11,421                                | 11,877                                | 12,427                                |
| RAPID CITY (PENNINGTON CO.)  |         | 19,200                 |                        | 40,400                  |                        | 59,600                                |                                       |                                       |
| JOURNAL                      | E       |                        | 14,215 74.04           | 14,559 36.04            |                        | 28,774                                | 31,553                                | 32,075                                |
| JOURNAL                      | SUN     |                        | 15,277 79.57           | 16,314 40.38            |                        | 31,591                                | 34,658                                | 35,075                                |
| SIOUX FALLS (MINNEHAHA CO.)  |         | 35,600                 |                        | 59,300                  |                        | 94,900                                |                                       |                                       |
| ARGUS LEADER                 | M       |                        | 21,740 61.07           | 14,292 24.10            |                        | 36,032                                | 42,381                                | 43,050                                |
| ARGUS LEADER                 | SUN     |                        | 25,883 72.71           | 21,431 36.14            |                        | 47,314                                | 60,248                                | 59,747                                |
| WATERTOWN (CODINGTON CO.)    |         | 6,700                  |                        | 20,100                  |                        | 26,800                                |                                       |                                       |
| PUBLIC OPINION               | E       |                        | 5,399 80.58            | 9,083 45.19             |                        | 14,482                                | 16,831                                | 16,563                                |
| TENNESSEE                    |         |                        |                        |                         |                        |                                       |                                       |                                       |
| ATHENS (McMURRY CO.)         |         | 4,600                  |                        | 12,900                  |                        | 17,500                                |                                       |                                       |
| POST-ATHENIAN                | E (M-F) |                        | 3,489 75.85            | 6,323 49.02             |                        | 9,812                                 | 10,143                                | 10,130                                |
| CHATTANOOGA (HAMILTON CO.)   |         | 134,500#               |                        | 161,200                 |                        | 295,700                               |                                       |                                       |
| TIMES, NEWS-FREE PRESS       | CMB DLY | #                      | 77,024 57.27           | 23,072 14.31            |                        | 100,096                               | 103,509                               | 100,923                               |
| TIMES                        | M (M-F) | #                      | 33,860 25.17           | 10,729 6.66             |                        | 44,589                                | 46,963                                | 45,444                                |
| NEWS-FREE PRESS              | E (M-F) | #                      | 43,164 32.09           | 12,343 7.66             |                        | 55,507                                | 56,546                                | 55,479                                |
| TIMES                        | SAT M   | #                      | 33,444 24.87           | 10,728 6.66             |                        | 44,172                                | 46,445                                | 44,431                                |
| NEWS-FREE PRESS              | SAT E   | #                      | 40,025 29.76           | 12,062 7.48             |                        | 52,087                                | 53,128                                | 51,954                                |
| NEWS-FREE PRESS              | SUN     | #                      | 80,766 60.05           | 24,863 15.42            |                        | 105,629                               | 108,859                               | 105,784                               |
| CLARKSVILLE (MONTGOMERY CO.) |         | 24,300                 |                        | 10,300                  |                        | 34,600                                |                                       |                                       |
| LEAF-CHRONICLE               | M       |                        | 10,990 45.23           | 5,541 53.80             |                        | 16,531                                | 18,148                                | 17,798                                |
| LEAF-CHRONICLE               | SUN     |                        | 12,930 53.21           | 6,930 67.28             |                        | 19,860                                | 21,839                                | 21,704                                |
| CLEVELAND (BRADLEY CO.)      |         | 12,800                 |                        | 15,600                  |                        | 28,400                                |                                       |                                       |
| BANNER                       | E (M-F) |                        | 8,254 64.48            | 7,371 47.25             |                        | 15,625                                | 16,030*                               | 15,796*                               |
| BANNER                       | SUN     |                        | 8,584 67.06            | 8,243 52.84             |                        | 16,827                                | 17,272*                               | 16,921*                               |

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| TENNESSEE                     |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| COLUMBIA (MAURY CO.)          |         | 10,400                 |                        | 40,000                  |                        | 50,400                                |                                       |                                       |
| HERALD                        | E (M-F) |                        | 6,804 65.42            |                         | 5,107 12.77            |                                       | 11,911                                | 12,663                                |
| HERALD                        | SUN     |                        | 7,219 69.41            |                         | 6,067 15.17            |                                       | 13,286                                | 14,039                                |
| COOKEVILLE (PUTNAM CO.)       |         | 10,000                 |                        | 8,100                   |                        | 18,100                                |                                       |                                       |
| HERALD-CITIZEN                | E (M-F) |                        | 4,140 41.40            |                         | 3,421 42.23            |                                       | 7,561                                 | 7,999                                 |
| HERALD-CITIZEN                | SUN     |                        | 4,911 49.11            |                         | 3,684 45.48            |                                       | 8,595                                 | 9,603                                 |
| DYERSBURG (DYER CO.)          |         | 6,100                  |                        | 12,900                  |                        | 19,000                                |                                       |                                       |
| STATE GAZETTE                 | E (M-F) |                        | 3,874 63.51            |                         | 3,377 26.18            |                                       | 7,251                                 | 7,441                                 |
| GREENEVILLE (GREENE CO.)      |         | 5,700                  |                        | 14,900                  |                        | 20,600                                |                                       |                                       |
| SUN                           | E       |                        | 4,711 82.65            |                         | 9,198 61.73            |                                       | 13,909                                | 14,460                                |
| JACKSON (MADISON CO.)         |         | 19,900                 |                        | 83,400                  |                        | 103,300                               |                                       |                                       |
| SUN                           | E (M-F) |                        | 15,657 78.68           |                         | 18,771 22.51           |                                       | 34,428                                | 36,381                                |
| SUN                           | SUN     |                        | 15,495 77.86           |                         | 19,733 23.66           |                                       | 35,228                                | 37,277                                |
| JOHNSON CITY (WASHINGTON CO.) |         | 23,800                 |                        | 39,900                  |                        | 63,700                                |                                       |                                       |
| PRESS-CHRONICLE               | M (M-F) |                        | 14,596 61.33           |                         | 11,621 29.13           |                                       | 26,217                                | 28,618                                |
| PRESS-CHRONICLE               | SAT M   |                        | 14,202 59.67           |                         | 11,234 28.16           |                                       | 25,436                                | 27,704                                |
| PRESS-CHRONICLE               | SUN     |                        | 16,164 67.92           |                         | 13,245 33.20           |                                       | 29,409                                | 32,345                                |
| KINGSPORT (SULLIVAN CO.)      |         | 32,800                 |                        | 49,600                  |                        | 82,400                                |                                       |                                       |
| TIMES-NEWS                    | ALL DAY |                        |                        |                         |                        |                                       |                                       |                                       |
| TIMES-NEWS                    | (M-F)   |                        | 26,743 81.53           |                         | 17,402 35.08           |                                       | 44,145                                | 47,551                                |
| TIMES-NEWS                    | SAT M   |                        | 25,551 77.90           |                         | 17,098 34.47           |                                       | 42,649                                | 45,892                                |
| TIMES-NEWS                    | SUN     |                        | 27,052 82.48           |                         | 16,928 34.13           |                                       | 43,980                                | 47,388                                |
| KNOXVILLE (KNOX CO.)          |         | 101,400                |                        | 283,400                 |                        | 384,800                               |                                       |                                       |
| JOURNAL                       | M       |                        | 29,263 28.86           |                         | 27,947 9.86            |                                       | 57,210                                | 60,574                                |
| NEWS-SENTINEL                 | E       |                        | 47,051 46.40           |                         | 43,340 15.29           |                                       | 90,391                                | 93,799                                |
| NEWS-SENTINEL                 | SUN     |                        | 67,502 66.57           |                         | 88,884 31.36           |                                       | 156,386                               | 164,626                               |
| MARYVILLE-ALCOA (BLOUNT CO.)  |         | 20,500                 |                        | 11,200                  |                        | 31,700                                |                                       |                                       |
| TIMES                         | E (M-F) |                        | 10,049 49.02           |                         | 10,437 93.19           |                                       | 20,486                                | 21,039                                |
| MEMPHIS (SHELBY CO.)          |         | 325,800#               |                        | 241,800                 |                        | 567,600                               |                                       |                                       |
| COMMERCIAL APPEAL             | M       |                        | 169,197 51.93          |                         | 30,034 12.42           |                                       | 199,231                               | 225,674                               |
| COMMERCIAL APPEAL             | SUN     | #                      | 216,012 66.30          |                         | 44,043 18.21           |                                       | 260,055                               | 295,412                               |
| MORRISTOWN (HAMBLEN CO.)      |         | 16,300                 |                        | 30,700                  |                        | 47,000                                |                                       |                                       |
| CITIZEN TRIBUNE               | E (M-F) |                        | 10,681 65.53           |                         | 7,518 24.49            |                                       | 18,199                                | 19,998                                |
| CITIZEN TRIBUNE               | SUN     |                        | 11,786 72.31           |                         | 9,236 30.08            |                                       | 21,022                                | 23,314                                |

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|                               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                        | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-------------------------------|---------|------------------------|-----------------------------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| TENNESSEE                     |         |                        |                                               |                         |                        |                                       |                                       |                  |
| MURFREESBORO (RUTHERFORD CO.) |         | 13,100                 |                                               | 19,200                  |                        | 32,300                                |                                       |                  |
| NEWS JOURNAL                  | E       |                        | 7,405                                         |                         | 6,678                  |                                       | 14,083                                | 14,417           |
| NEWS JOURNAL                  | SUN     |                        | 8,376                                         |                         | 7,449                  |                                       | 15,825                                | 16,227           |
| NASHVILLE (DAVIDSON CO.)      |         | 328,500#               |                                               |                         |                        | 328,500                               |                                       |                  |
| BANNER                        | E       | #                      | 57,248                                        |                         |                        |                                       | 57,248                                | 68,930           |
| TENNESSEAN                    | M       | #                      | 96,633                                        |                         |                        |                                       | 96,633                                | 120,825          |
| TENNESSEAN                    | SUN     | #                      | 195,388                                       |                         |                        |                                       | 195,388                               | 255,729          |
| OAK RIDGE (ANDERSON CO.)      |         | 15,000                 |                                               | 29,800                  |                        | 44,800                                |                                       |                  |
| OAK RIDGER                    | E (M-F) |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                         |                        |                                       |                                       |                  |
| PARIS (HENRY CO.)             |         | 11,700#                |                                               |                         |                        | 11,700                                |                                       |                  |
| POST-INTELLIGENCER            | E (M-F) | #                      | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                         |                        |                                       |                                       |                  |
| TEXAS                         |         |                        |                                               |                         |                        |                                       |                                       |                  |
| ABILENE (TAYLOR CO.)          |         | 37,700#                |                                               | 16,100                  |                        | 53,800                                |                                       |                  |
| REPORTER-NEWS                 | CMB DLY | #                      | 27,878                                        |                         | 6,748                  |                                       | 34,626                                | 51,070*          |
| REPORTER-NEWS                 | M (M-F) | #                      | 15,020                                        |                         | 5,750                  |                                       | 20,770                                | 36,990*          |
| REPORTER-NEWS                 | E (M-F) | #                      | 12,858                                        |                         | 998                    |                                       | 13,856                                | 14,080*          |
| REPORTER-NEWS                 | SAT M   | #                      | 27,472                                        |                         | 6,894                  |                                       | 34,366                                | 52,193*          |
| REPORTER-NEWS                 | SUN     | #                      | 32,202                                        |                         | 8,541                  |                                       | 40,743                                | 59,844*          |
| AMARILLO (POTTER CO.)         |         | 62,600                 |                                               | 104,200                 |                        | 166,800                               |                                       |                  |
| NEWS, GLOBE-TIMES             | CMB DLY |                        | 44,010                                        |                         | 27,516                 |                                       | 71,526                                | 72,282           |
| NEWS                          | M       |                        | 20,004                                        |                         | 24,108                 |                                       | 44,112                                | 44,810           |
| GLOBE-TIMES                   | E (M-F) |                        | 24,006                                        |                         | 3,408                  |                                       | 27,414                                | 27,472           |
| NEWS-GLOBE                    | SUN     |                        | 47,061                                        |                         | 29,704                 |                                       | 76,765                                | 77,721           |
| ARLINGTON (TARRANT CO.)       |         | 81,000@                |                                               |                         |                        | 81,000                                |                                       |                  |
| NEWS                          | E (M-F) | @                      | 8,417                                         |                         |                        |                                       | 8,417                                 | 8,549            |
| NEWS                          | SUN     | @                      | 9,466                                         |                         |                        |                                       | 9,466                                 | 9,598            |
| AUSTIN (TRAVIS CO.)           |         | 183,500                |                                               | 118,600                 |                        | 302,100                               |                                       |                  |
| AMERICAN-STATESMAN            | ALL DAY |                        |                                               |                         |                        |                                       |                                       |                  |
| AMERICAN-STATESMAN            | (M-F)   |                        | 118,437                                       |                         | 40,399                 |                                       | 158,836                               | 165,643          |
| AMERICAN-STATESMAN            | SAT M   |                        | 116,994                                       |                         | 41,921                 |                                       | 158,915                               | 165,808          |
| AMERICAN-STATESMAN            | SUN     |                        | 140,557                                       |                         | 50,967                 |                                       | 191,524                               | 201,391          |

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\*ADJUSTED TO AUDIT

\*AVERAGES FOR 3 MONTHS

| TEXAS                                                   |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S                        | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|---------------------------------------------------------|---------|------------------------|-----------------------------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| BEAUMONT (JEFFERSON CO.)                                |         | 53,600                 |                                               | 181,100                 |                        | 234,700                               |                                       |                                       |
| ENTERPRISE                                              | M       |                        | 35,745                                        | 66.69                   | 30,720                 | 16.96                                 | 66,465                                | 68,659                                |
| ENTERPRISE                                              | SUN     |                        | 39,767                                        | 74.19                   | 35,718                 | 19.72                                 | 75,485                                | 79,525                                |
| BIG SPRING (HOWARD CO.)                                 |         | 9,000#                 |                                               | 3,100                   |                        | 12,100                                |                                       |                                       |
| HERALD                                                  | E (M-F) | #                      | 6,252                                         | 69.47                   | 2,096                  | 67.61                                 | 8,348                                 | 9,311                                 |
| HERALD                                                  | SAT M   | #                      | 6,103                                         | 67.81                   | 2,096                  | 67.61                                 | 8,199                                 | 9,176                                 |
| HERALD                                                  | SUN     | #                      | 7,033                                         | 78.14                   | 2,386                  | 76.97                                 | 9,419                                 | 10,581                                |
| BORGER (HUTCHINSON CO.)                                 |         | 7,100                  |                                               | 8,200                   |                        | 15,300                                |                                       |                                       |
| NEWS-HERALD                                             | E (M-F) |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                         |                        |                                       |                                       |                                       |
| NEWS-HERALD                                             | SUN     |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                         |                        |                                       |                                       |                                       |
| BROWNSVILLE (CAMERON CO.)                               |         | 25,600                 |                                               | 61,300                  |                        | 86,900                                |                                       |                                       |
| HERALD                                                  | E (M-F) |                        | 13,394                                        | 52.32                   | 3,377                  | 5.51                                  | 16,771                                | 16,875                                |
| HERALD                                                  | SUN     |                        | 15,468                                        | 60.42                   | 4,146                  | 6.76                                  | 19,614                                | 19,749                                |
| BROWNWOOD (BROWN CO.)                                   |         | 8,900                  |                                               | 29,900                  |                        | 38,800                                |                                       |                                       |
| BULLETIN                                                | E (M-F) |                        | 5,913                                         | 66.44                   | 4,179                  | 13.98                                 | 10,092                                | 10,349*                               |
| BULLETIN                                                | SUN     |                        | 6,818                                         | 76.61                   | 5,032                  | 16.83                                 | 11,850                                | 12,106*                               |
| BRYAN-COLLEGE STATION<br>(BRAZOS CO.)                   |         | 39,800#                |                                               | 21,100                  |                        | 60,900                                |                                       |                                       |
| EAGLE                                                   | M       | #                      | 20,843                                        | 52.37                   | 5,035                  | 23.86                                 | 25,878                                | 26,805*                               |
| EAGLE                                                   | SUN     | #                      | 23,949                                        | 60.17                   | 5,699                  | 27.01                                 | 29,648                                | 30,711*                               |
| CLUTE-FREEPORT-LAKE JACKSON-<br>RICHWOOD (BRAZORIA CO.) |         | 16,900                 |                                               | 23,400                  |                        | 40,300                                |                                       |                                       |
| BRAZOSPORT FACTS                                        | E       |                        | 10,478                                        | 62.00                   | 8,872                  | 37.91                                 | 19,350                                | 19,516                                |
| BRAZOSPORT FACTS                                        | SUN     |                        | 10,991                                        | 65.04                   | 10,045                 | 42.93                                 | 21,036                                | 21,221                                |
| CONROE (MONTGOMERY CO.)                                 |         | 7,500                  |                                               | 48,900                  |                        | 56,400                                |                                       |                                       |
| COURIER                                                 | E       |                        | 3,335                                         | 44.47                   | 6,282                  | 12.85                                 | 9,617                                 | 10,153                                |
| COURIER                                                 | SUN     |                        | 4,055                                         | 54.07                   | 7,178                  | 14.68                                 | 11,233                                | 11,395                                |
| CORPUS CHRISTI (NUECES CO.)                             |         | 85,600#                |                                               | 30,000                  |                        | 115,600                               |                                       |                                       |
| CALLER, TIMES                                           | CMB DLY | #                      | 59,745                                        | 69.80                   | 11,783                 | 39.28                                 | 71,528                                | 85,500*                               |
| CALLER                                                  | M (M-F) | #                      | 40,441                                        | 47.24                   | 9,417                  | 31.39                                 | 49,858                                | 62,647*                               |
| TIMES                                                   | E (M-F) | #                      | 19,304                                        | 22.55                   | 2,366                  | 7.89                                  | 21,670                                | 22,853*                               |
| CALLER-TIMES                                            | SAT M   | #                      | 47,928                                        | 55.99                   | 10,589                 | 35.30                                 | 58,517                                | 71,963*                               |
| CALLER-TIMES                                            | SUN     | #                      | 61,668                                        | 72.04                   | 14,153                 | 47.18                                 | 75,821                                | 93,497*                               |
| DALLAS (DALLAS CO.)                                     |         | 655,500#               |                                               | 853,200                 |                        | 1,508,700                             |                                       |                                       |
| NEWS                                                    | M       | #                      | 238,840                                       | 36.44                   | 97,723                 | 11.45                                 | 336,563                               | 390,275                               |
| NEWS                                                    | SUN     | #                      | 319,732                                       | 48.78                   | 137,765                | 16.15                                 | 457,497                               | 521,727                               |

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| TEXAS                                     |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| DALLAS (DALLAS CO.)                       |         | 655,500                |                        | 521,500                                       |                        | 1,177,000                             |                                       |                                       |
| TIMES HERALD                              | ALL DAY |                        |                        |                                               |                        |                                       |                                       |                                       |
| TIMES HERALD                              | SUN     | 181,945                | 27.76                  | 51,400                                        | 9.86                   | 233,345                               | 244,629                               | 241,055                               |
| WALL STREET JOURNAL-<br>SOUTHWEST EDITION |         | 254,195                | 38.78                  | 78,998                                        | 15.15                  | 333,193                               | 348,084                               | 345,932                               |
|                                           | M (M-F) |                        |                        |                                               |                        |                                       | 224,050                               | 231,320                               |
| DEL RIO (VAL VERDE CO.)                   |         | 10,400                 |                        | 1,600                                         |                        | 12,000                                |                                       |                                       |
| NEWS-HERALD                               | E       |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| NEWS-HERALD                               | SUN     |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| DENISON (GRAYSON CO.)                     |         | 9,500#                 |                        | 26,700                                        |                        | 36,200                                |                                       |                                       |
| HERALD                                    | E (M-F) | #                      | 6,815                  | 71.74                                         | 3,172                  | 11.88                                 | 9,987                                 | 13,973                                |
| HERALD                                    | SUN     | #                      | 7,529                  | 79.25                                         | 3,623                  | 13.57                                 | 11,152                                | 15,572                                |
| DENTON (DENTON CO.)                       |         | 22,500                 |                        | 55,700                                        |                        | 78,200                                |                                       |                                       |
| RECORD-CHRONICLE                          | E (M-F) |                        | 12,884                 | 57.26                                         | 3,838                  | 6.89                                  | 16,722                                | 17,256                                |
| RECORD-CHRONICLE                          | SUN     |                        | 13,820                 | 61.42                                         | 4,827                  | 8.67                                  | 18,647                                | 19,370                                |
| EL PASO (EL PASO CO.)                     |         | 145,800                |                        | 134,500                                       |                        | 280,300                               |                                       |                                       |
| TIMES, HERALD-POST                        | CMB DLY |                        | 76,213                 | 52.27                                         | 11,868                 | 8.82                                  | 88,081                                | 88,607*                               |
| TIMES                                     | M       |                        | 45,414                 | 31.15                                         | 10,999                 | 8.18                                  | 56,413                                | 56,846*                               |
| HERALD-POST                               | E       |                        | 30,799                 | 21.12                                         | 869                    | 0.65                                  | 31,668                                | 31,761*                               |
| TIMES                                     | SUN     |                        | 75,197                 | 51.58                                         | 12,716                 | 9.45                                  | 87,913                                | 88,847*                               |
| FORT WORTH (TARRANT CO.)                  |         | 365,300#               |                        | 185,900                                       |                        | 551,200                               |                                       |                                       |
| STAR-TELEGRAM                             | CMB DLY | #                      | 216,542                | 59.28                                         | 31,685                 | 17.04                                 | 248,227                               | 251,809                               |
| STAR-TELEGRAM                             | M (M-F) | #                      | 104,313                | 28.56                                         | 14,782                 | 7.95                                  | 119,095                               | 125,674                               |
| STAR-TELEGRAM                             | E (M-F) | #                      | 112,229                | 30.72                                         | 16,903                 | 9.09                                  | 129,132                               | 129,533                               |
| STAR-TELEGRAM                             | SAT M   | #                      | 218,254                | 59.75                                         | 34,851                 | 18.75                                 | 253,105                               | 260,251                               |
| STAR-TELEGRAM                             | SUN     | #                      | 247,626                | 67.79                                         | 46,950                 | 25.26                                 | 294,576                               | 303,776                               |
| GALVESTON (GALVESTON CO.)                 |         | 24,100                 |                        | 33,600                                        |                        | 57,700                                |                                       |                                       |
| NEWS                                      | M       |                        | 15,160                 | 62.90                                         | 11,703                 | 34.83                                 | 26,863                                | 28,612                                |
| NEWS                                      | SUN     |                        | 14,334                 | 59.48                                         | 12,488                 | 37.17                                 | 26,822                                | 28,718                                |
| GARLAND (DALLAS CO.)                      |         | 54,700                 |                        | 7,800                                         |                        | 62,500                                |                                       |                                       |
| NEWS                                      | E (M-F) |                        | 15,383                 | 28.12                                         | 8                      | 0.10                                  | 15,391                                | 15,540                                |
| NEWS                                      | SUN     |                        | 16,072                 | 29.38                                         | 9                      | 0.12                                  | 16,081                                | 16,230                                |
| GRAND PRAIRIE (DALLAS CO.)                |         | 29,400@                |                        |                                               |                        | 29,400                                |                                       |                                       |
| NEWS                                      | E (M-F) | @                      | 9,961                  | 33.88                                         |                        | 9,961                                 | 10,030                                | 9,105                                 |
| NEWS                                      | SUN     | @                      | 10,502                 | 35.72                                         |                        | 10,502                                | 10,572                                | 9,657                                 |

| TEXAS                       |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-----------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| GREENVILLE (HUNT CO.)       |         | 9,000#                 |                        | 14,400                                        |                        | 23,400                                |                                       |                                       |
| HERALD BANNER               | M       | #                      |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| HERALD BANNER               | SUN     | #                      |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| HARLINGEN (CAMERON CO.)     |         | 22,500                 |                        | 74,500                                        |                        | 97,000                                |                                       |                                       |
| VALLEY STAR                 | M       |                        | 14,808 65.81           |                                               | 11,383 15.28           |                                       | 26,191                                | 29,093                                |
| VALLEY STAR                 | SUN     |                        | 16,954 75.35           |                                               | 12,295 16.50           |                                       | 29,249                                | 30,889                                |
| HOUSTON (HARRIS CO.)        |         | 1,008,000              |                        | 395,400                                       |                        | 1,403,400                             |                                       |                                       |
| CHRONICLE                   | ALL DAY |                        |                        |                                               |                        |                                       |                                       |                                       |
| CHRONICLE                   | (M-F)   |                        | 336,321 33.37          |                                               | 66,646 16.86           |                                       | 402,967                               | 425,434                               |
| CHRONICLE                   | SAT M   |                        | 332,094 32.95          |                                               | 71,396 18.06           |                                       | 403,490                               | 425,560                               |
| CHRONICLE                   | SUN     |                        | 408,309 40.51          |                                               | 89,696 22.68           |                                       | 498,005                               | 528,153                               |
| POST                        | M       |                        | 237,764 23.59          |                                               | 55,534 14.05           |                                       | 293,298                               | 316,209                               |
| POST                        | SUN     |                        | 272,928 27.08          |                                               | 70,312 17.78           |                                       | 343,240                               | 373,573                               |
| HUNTSVILLE (WALKER CO.)     |         | 8,400                  |                        | 6,000                                         |                        | 14,400                                |                                       |                                       |
| ITEM                        | M       |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| ITEM                        | SUN     |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| HURST (TARRANT CO.)         |         | 49,200@                |                        |                                               |                        | 49,200                                |                                       |                                       |
| MID-CITIES NEWS             | E (M-F) | @                      | 6,921 14.07            |                                               |                        |                                       | 6,921                                 | 8,448                                 |
| MID-CITIES NEWS             | SUN     | @                      | 7,297 14.83            |                                               |                        |                                       | 7,297                                 | 8,859                                 |
| IRVING (DALLAS CO.)         |         | 44,800@                |                        |                                               |                        | 44,800                                |                                       |                                       |
| NEWS                        | E (M-F) | @                      | 12,934 28.87           |                                               |                        |                                       | 12,934                                | 12,999                                |
| NEWS                        | SUN     | @                      | 13,933 31.10           |                                               |                        |                                       | 13,933                                | 13,997                                |
| KERRVILLE-INGRAM (KERR CO.) |         | 9,900                  |                        | 13,500                                        |                        | 23,400                                |                                       |                                       |
| TIMES                       | E (M-F) |                        | 6,738 68.06            |                                               | 1,559 11.55            |                                       | 8,297                                 | 8,522                                 |
| TIMES                       | SUN     |                        | 7,999 80.80            |                                               | 1,994 14.77            |                                       | 9,993                                 | 10,351                                |
| KILLEEN (BELL CO.)          |         | 26,900                 |                        | 12,800                                        |                        | 39,700                                |                                       |                                       |
| HERALD                      | M       |                        | 12,120 45.06           |                                               | 4,346 33.95            |                                       | 16,466                                | 17,169                                |
| HERALD                      | SUN     |                        | 14,231 52.90           |                                               | 5,622 43.92            |                                       | 19,853                                | 20,727                                |
| LAREDO (WEBB CO.)           |         | 28,100                 |                        | 59,600                                        |                        | 87,700                                |                                       |                                       |
| TIMES                       | M       |                        | 11,363 40.44           |                                               | 2,552 4.28             |                                       | 13,915                                | 16,939                                |
| TIMES                       | SUN     |                        | 12,614 44.89           |                                               | 2,539 4.26             |                                       | 15,153                                | 18,313                                |

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| TEXAS                      |          | CZ OR<br>OH'S | NOM<br>CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR<br>OH'S                                | NOM<br>CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|----------------------------|----------|---------------|-------------|------------------------|-----------------------------------------------|-------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| LONGVIEW (GREGG CO.)       |          | 30,100        |             |                        | 57,600                                        |             |                        | 87,700                                |                                       |                                       |
| JOURNAL, NEWS              | CMB DLY  |               | 22,055      | 73.27                  |                                               | 10,009      | 17.38                  |                                       | 32,064                                | 33,395                                |
| JOURNAL                    | M (M-F)  |               | 8,014       | 26.62                  |                                               | 10,004      | 17.37                  |                                       | 18,018                                | 19,419                                |
| NEWS                       | E (M-F)  |               | 14,041      | 46.65                  |                                               | 5           | 0.01                   |                                       | 14,046                                | 14,738                                |
| NEWS-JOURNAL               | SAT M    |               | 20,833      | 69.21                  |                                               | 10,048      | 17.44                  |                                       | 30,881                                | 32,713                                |
| JOURNAL                    | SUN      |               | 27,445      | 91.18                  |                                               | 13,322      | 23.13                  |                                       | 40,767                                | 42,521                                |
| LUBBOCK (LUBBOCK CO.)      |          | 65,600        |             |                        | 83,300                                        |             |                        | 148,900                               |                                       |                                       |
| AVALANCHE-JOURNAL, JOURNAL | CMB DLY  |               | 41,365      | 63.06                  |                                               | 25,117      | 30.15                  |                                       | 66,482                                | 72,047                                |
| AVALANCHE-JOURNAL          | M (M-F)  |               | 28,341      | 43.20                  |                                               | 25,109      | 30.14                  |                                       | 53,450                                | 58,981                                |
| JOURNAL                    | E (M-F)  |               | 13,024      | 19.85                  |                                               | 8           | 0.01                   |                                       | 13,032                                | 13,066                                |
| AVALANCHE-JOURNAL          | SAT M    |               | 36,987      | 56.38                  |                                               | 24,066      | 28.89                  |                                       | 61,053                                | 66,423                                |
| AVALANCHE-JOURNAL          | SUN      |               | 44,047      | 67.14                  |                                               | 28,127      | 33.77                  |                                       | 72,174                                | 77,538                                |
| LUFKIN (ANGELINA CO.)      |          | 11,400        |             |                        | 42,700                                        |             |                        | 54,100                                |                                       |                                       |
| NEWS                       | E (M-F)  |               | 7,392       | 64.84                  |                                               | 7,599       | 17.80                  |                                       | 14,991                                | 15,298                                |
| NEWS                       | SAT M    |               | 7,499       | 65.78                  |                                               | 7,613       | 17.83                  |                                       | 15,112                                | 15,417                                |
| NEWS                       | SUN      |               | 7,975       | 69.96                  |                                               | 8,727       | 20.44                  |                                       | 16,702                                | 17,060                                |
| MCALLEN (HIDALGO CO.)      |          | 48,400        |             |                        | 51,900                                        |             |                        | 100,300                               |                                       |                                       |
| MONITOR                    | E        |               | 20,919      | 43.22                  |                                               | 6,943       | 13.38                  |                                       | 27,862                                | 28,109                                |
| MONITOR                    | SUN      |               | 28,476      | 58.83                  |                                               | 9,704       | 18.70                  |                                       | 38,180                                | 38,558                                |
| MARSHALL (HARRISON CO.)    |          | 9,700#        |             |                        | 24,500                                        |             |                        | 34,200                                |                                       |                                       |
| NEWS MESSENGER             | E (M-F)  | #             | 5,799       | 59.78                  |                                               | 4,138       | 16.89                  |                                       | 9,937                                 | 10,180                                |
| NEWS MESSENGER             | SUN      | #             | 6,919       | 71.33                  |                                               | 4,829       | 19.71                  |                                       | 11,748                                | 12,011                                |
| MIDLAND (MIDLAND CO.)      |          | 32,800        |             |                        | 79,500                                        |             |                        | 112,300                               |                                       |                                       |
| REPORTER-TELEGRAM          | E (M-F)  |               | 21,014      | 64.07                  |                                               | 3,749       | 4.72                   |                                       | 24,763                                | 25,234                                |
| REPORTER-TELEGRAM          | SAT M    |               | 21,497      | 65.54                  |                                               | 3,862       | 4.86                   |                                       | 25,359                                | 25,837                                |
| REPORTER-TELEGRAM          | SUN      |               | 24,542      | 74.82                  |                                               | 5,062       | 6.37                   |                                       | 29,604                                | 30,214                                |
| MOUNT PLEASANT (TITUS CO.) |          | 4,500         |             |                        | 15,200                                        |             |                        | 19,700                                |                                       |                                       |
| TRIBUNE                    | E (M-F)  |               |             |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |             |                        |                                       |                                       |                                       |
| TRIBUNE                    | SUN      |               |             |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |             |                        |                                       |                                       |                                       |
| NEW BRAUNFELS (COMAL CO.)  |          | 9,200         |             |                        | 11,300                                        |             |                        | 20,500                                |                                       |                                       |
| HERALD-ZEITUNG             | E (TU-F) |               | 4,331       | 47.08                  |                                               | 2,483       | 21.97                  |                                       | 6,814                                 | 7,057                                 |
| HERALD-ZEITUNG             | SUN      |               | 5,231       | 56.86                  |                                               | 3,087       | 27.32                  |                                       | 8,318                                 | 8,560                                 |
| ODESSA (ECTOR CO.)         |          | 47,400        |             |                        | 89,900                                        |             |                        | 137,300                               |                                       |                                       |
| AMERICAN                   | E (M-F)  |               | 23,567      | 49.72                  |                                               | 6,844       | 7.61                   |                                       | 30,411                                | 30,861                                |
| AMERICAN                   | SAT M    |               | 23,739      | 50.08                  |                                               | 7,402       | 8.23                   |                                       | 31,141                                | 31,665                                |
| AMERICAN                   | SUN      |               | 30,754      | 64.88                  |                                               | 9,735       | 10.83                  |                                       | 40,489                                | 41,178                                |

| TEXAS                       |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-----------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| ORANGE (ORANGE CO.)         |         | 12,500                 |                        | 23,900                  |                        | 36,400                                |                                       |                                       |
| LEADER                      | E       |                        | 5,843 46.74            | 4,714 19.72             |                        | 10,557                                | 10,835                                | 11,238                                |
| LEADER                      | SUN     |                        | 6,920 55.36            | 5,494 22.99             |                        | 12,414                                | 12,750                                | 12,830                                |
| PALESTINE (ANDERSON CO.)    |         | 6,700                  |                        | 16,200                  |                        | 22,900                                |                                       |                                       |
| HERALD-PRESS                | E       |                        | 5,794 86.48            | 4,731 29.20             |                        | 10,525                                | 11,044                                | 11,367                                |
| HERALD-PRESS                | SUN     |                        | 6,486 96.81            | 5,261 32.48             |                        | 11,747                                | 12,362                                | 12,591                                |
| PAMPA (GRAY CO.)            |         | 8,300                  |                        | 13,900                  |                        | 22,200                                |                                       |                                       |
| NEWS                        | E (M-F) |                        | 6,111 73.63            | 1,737 12.50             |                        | 7,848                                 | 8,045                                 | 8,106                                 |
| NEWS                        | SUN     |                        | 6,559 79.02            | 1,913 13.76             |                        | 8,472                                 | 8,668                                 | 8,852                                 |
| PARIS (LAMAR CO.)           |         | 10,500#                |                        | 6,600                   |                        | 17,100                                |                                       |                                       |
| NEWS                        | E (M-F) | #                      | 6,235 59.38            | 3,815 57.80             |                        | 10,050                                | 12,953*                               | 12,802*                               |
| NEWS                        | SAT M   | #                      | 6,108 58.17            | 3,817 57.83             |                        | 9,925                                 | 12,827*                               |                                       |
| NEWS                        | SUN     | #                      | 6,469 61.61            | 3,939 59.68             |                        | 10,408                                | 13,439*                               | 13,389*                               |
| PORT ARTHUR (JEFFERSON CO.) |         | 42,500                 |                        | 8,700                   |                        | 51,200                                |                                       |                                       |
| NEWS                        | E (M-F) |                        | 21,515 50.62           | 1,171 13.46             |                        | 22,686                                | 22,901                                | 23,855                                |
| NEWS                        | SAT M   |                        | 21,531 50.66           | 1,183 13.60             |                        | 22,714                                | 22,943                                | 23,873                                |
| NEWS                        | SUN     |                        | 23,225 54.65           | 1,285 14.77             |                        | 24,510                                | 24,749                                | 25,956                                |
| RICHARDSON (DALLAS CO.)     |         | 26,200@                |                        |                         |                        | 26,200                                |                                       |                                       |
| NEWS                        | E (M-F) | @                      | 6,871 26.23            |                         |                        | 6,871                                 | 8,697                                 | 9,416                                 |
| NEWS                        | SUN     | @                      | 7,181 27.41            |                         |                        | 7,181                                 | 9,014                                 | 9,541                                 |
| SAN ANGELO (TOM GREEN CO.)  |         | 30,600#                |                        | 3,700                   |                        | 34,300                                |                                       |                                       |
| STANDARD-TIMES              | M (M-F) | #                      | 18,216 59.53           | 1,443 39.00             |                        | 19,659                                | 34,723*                               | 32,657*                               |
| STANDARD-TIMES              | SAT M   | #                      | 17,735 57.96           | 1,416 38.27             |                        | 19,151                                | 33,543*                               | 34,018*                               |
| STANDARD-TIMES              | SUN     | #                      | 22,851 74.68           | 1,762 47.62             |                        | 24,613                                | 39,458*                               | 39,176*                               |
| SAN ANTONIO (BEXAR CO.)     |         | 578,800#               |                        |                         |                        | 578,800                               |                                       |                                       |
| EXPRESS-NEWS                | ALL DAY |                        |                        |                         |                        |                                       |                                       |                                       |
| EXPRESS-NEWS                | (M-F)   | #                      | 164,348 28.39          |                         |                        | 164,348                               | 168,098                               | 166,943                               |
| EXPRESS-NEWS                | SAT M   | #                      | 173,448 29.97          |                         |                        | 173,448                               | 177,313                               | 163,990                               |
| EXPRESS-NEWS                | SUN     | #                      | 224,054 38.71          |                         |                        | 224,054                               | 229,863                               | 214,920                               |
| SAN ANTONIO (BEXAR CO.)     |         | 321,100                |                        | 257,700                 |                        | 578,800                               |                                       |                                       |
| LIGHT                       | ALL DAY |                        |                        |                         |                        |                                       |                                       |                                       |
| LIGHT                       | (M-F)   |                        | 116,247 36.20          | 23,786 9.23             |                        | 140,033                               | 142,050                               | 134,394                               |
| LIGHT                       | SAT M   |                        | 133,441 41.56          | 29,075 11.28            |                        | 162,516                               | 164,772                               | 157,136                               |
| LIGHT                       | SUN     |                        | 160,189 49.89          | 41,246 16.01            |                        | 201,435                               | 206,026                               | 200,040                               |

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| TEXAS                                                                                                  |  | CZ OR<br>OH'S               | NDM<br>CIRC                                    | RATIO<br>CIRC/<br>OH'S                    | RTZ OR<br>OH'S | NDM<br>CIRC                               | RATIO<br>CIRC/<br>OH'S                    | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC                                           | TOTAL CIRCULATION<br>AS OF<br>3/31/86               | AS OF<br>3/31/85                                    |
|--------------------------------------------------------------------------------------------------------|--|-----------------------------|------------------------------------------------|-------------------------------------------|----------------|-------------------------------------------|-------------------------------------------|----------------------------------|------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|
| SAN MARCOS (HAYS CO.)<br>RECORD<br>RECORD                                                              |  | 7,100                       | 3,351<br>4,453                                 | 47.20<br>62.72                            | 9,800          | 1,407<br>1,872                            | 14.36<br>19.10                            | 16,900                           | 4,758<br>6,325                                 | 4,923<br>6,511                                      | 4,938<br>6,509                                      |
| SEGUIN (GUADALUPE CO.)<br>GAZETTE-ENTERPRISE<br>GAZETTE-ENTERPRISE                                     |  | 6,200                       | 3,168<br>3,996                                 | 51.10<br>64.45                            | 24,900         | 2,328<br>2,480                            | 9.35<br>9.96                              | 31,100                           | 5,496<br>6,476                                 | 5,705<br>6,672                                      | 5,425<br>6,403                                      |
| SHERMAN (GRAYSON CO.)<br>DEMOCRAT<br>DEMOCRAT                                                          |  | 12,100                      | 9,288<br>10,100                                | 76.76<br>83.47                            | 65,700         | 11,764<br>13,457                          | 17.91<br>20.48                            | 77,800                           | 21,052<br>23,557                               | 21,480<br>24,017                                    | 20,526<br>23,124                                    |
| TEMPLE (BELL CO.)<br>TELEGRAM<br>TELEGRAM                                                              |  | 22,100                      | 14,966<br>17,063                               | 67.72<br>77.21                            | 71,500         | 10,913<br>11,977                          | 15.26<br>16.75                            | 93,600                           | 25,879<br>29,040                               | 26,153<br>29,352                                    | 26,023<br>28,922                                    |
| TEXARKANA (BOWIE CO.), TX-<br>(MILLER CO.), AR<br>GAZETTE<br>GAZETTE                                   |  | 28,300                      | 18,776<br>19,958                               | 66.35<br>70.52                            | 106,900        | 13,934<br>15,437                          | 13.03<br>14.44                            | 135,200                          | 32,710<br>35,395                               | 32,889*<br>35,616*                                  | 32,061*<br>34,867*                                  |
| TYLER (SMITH CO.)<br>TELEGRAPH, COURIER-TIMES<br>TELEGRAPH<br>COURIER-TIMES<br>COURIER-TIMES-TELEGRAPH |  | 30,800                      | 21,552<br>13,865<br>7,687<br>21,093            | 69.97<br>45.02<br>24.96<br>68.48          | 166,600        | 23,027<br>23,021<br>6<br>26,173           | 13.82<br>13.82<br>.00<br>15.71            | 197,400                          | 44,579<br>36,886<br>7,693<br>47,266            | 45,585<br>37,841<br>7,744<br>48,521                 | 47,153<br>38,550<br>8,603<br>49,059                 |
| VICTORIA (VICTORIA CO.)<br>ADVOCATE<br>ADVOCATE                                                        |  | 19,400                      | 15,169<br>15,638                               | 78.19<br>80.61                            | 45,100         | 19,413<br>19,944                          | 43.04<br>44.22                            | 64,500                           | 34,582<br>35,582                               | 37,363<br>38,493                                    | 35,706<br>36,941                                    |
| WACO (McLENNAN CO.)<br>TRIBUNE-HERALD<br>TRIBUNE-HERALD                                                |  | 54,200                      | 34,458<br>42,616                               | 63.58<br>78.63                            | 115,600        | 17,160<br>24,331                          | 14.84<br>21.05                            | 169,800                          | 51,618<br>66,947                               | 52,840<br>68,493                                    | 57,402<br>70,643                                    |
| WICHITA FALLS (WICHITA CO.)<br>RECORD-NEWS, TIMES<br>RECORD-NEWS<br>TIMES<br>RECORD-NEWS<br>TIMES      |  | 34,700#<br>#<br>#<br>#<br># | 29,329<br>17,537<br>11,792<br>26,305<br>28,166 | 84.52<br>50.54<br>33.98<br>75.81<br>81.17 | 13,600         | 7,167<br>5,139<br>2,028<br>6,742<br>7,327 | 52.70<br>37.79<br>14.91<br>49.57<br>53.88 | 48,300                           | 36,496<br>22,676<br>13,820<br>33,047<br>35,493 | 48,018*<br>34,015*<br>14,003*<br>44,377*<br>47,259* | 49,764*<br>34,945*<br>14,819*<br>45,841*<br>48,438* |

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|                                      |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|--------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| UTAH                                 |         |                        |                        |                         |                        |                                       |                                       |                                       |
| LOGAN (CACHE CO.)                    |         | 11,800                 |                        | 11,100                  |                        | 22,900                                |                                       |                                       |
| HERALD JOURNAL                       | E (M-F) |                        | 6,920                  |                         | 6,672                  | 13,592                                | 13,733                                | 13,504                                |
| HERALD JOURNAL                       | SUN     |                        | 7,143                  |                         | 6,757                  | 13,900                                | 14,042                                | 13,854                                |
| OGDEN (WEBER CO.)                    |         | 91,700#                |                        |                         |                        | 91,700                                |                                       |                                       |
| STANDARD-EXAMINER                    | E       | #                      | 53,663                 |                         |                        | 53,663                                | 53,936                                | 53,794                                |
| STANDARD-EXAMINER                    | SUN     | #                      | 55,425                 |                         |                        | 55,425                                | 55,755                                | 55,320                                |
| PROVO (UTAH CO.)                     |         | 48,900                 |                        | 20,100                  |                        | 69,000                                |                                       |                                       |
| HERALD                               | E (M-F) |                        | 21,982                 |                         | 7,808                  | 29,790                                | 31,334                                | 31,349                                |
| HERALD                               | SUN     |                        | 22,304                 |                         | 8,001                  | 30,305                                | 31,867                                | 31,855                                |
| SALT LAKE CITY (SALT LAKE CO.)       |         | 271,300#               |                        | 148,100                 |                        | 419,400                               |                                       |                                       |
| TRIBUNE, DESERET NEWS                | CMB DLY | #                      | 145,790                |                         | 24,931                 | 170,721                               | 177,436                               | 173,783                               |
| TRIBUNE                              | M       | #                      | 96,172                 |                         | 12,278                 | 108,450                               | 112,844                               | 110,274                               |
| DESERET NEWS                         | E       | #                      | 49,618                 |                         | 12,653                 | 62,271                                | 64,592                                | 63,509                                |
| TRIBUNE, DESERET NEWS                | CMB SUN | #                      | 167,398                |                         | 32,074                 | 199,472                               | 209,325                               | 200,385                               |
| TRIBUNE                              | SUN     | #                      | 114,947                |                         | 16,509                 | 131,456                               | 137,358                               | 132,107                               |
| DESERET NEWS                         | SUN     | #                      | 52,451                 |                         | 15,565                 | 68,016                                | 71,967                                | 68,278                                |
| VERMONT                              |         |                        |                        |                         |                        |                                       |                                       |                                       |
| BARRE-MONTPELIER<br>(WASHINGTON CO.) |         | 8,500                  |                        | 20,400                  |                        | 28,900                                |                                       |                                       |
| TIMES-ARGUS                          | E       |                        | 6,322                  |                         | 5,963                  | 12,285                                | 12,905                                | 12,621                                |
| TIMES-ARGUS                          | SUN     |                        | 5,976                  |                         | 6,452                  | 12,428                                | 13,479                                | 12,883                                |
| BENNINGTON (BENNINGTON CO.)          |         | 15,600#                |                        |                         |                        | 15,600                                |                                       |                                       |
| BANNER                               | M       | #                      | 7,272                  |                         |                        | 7,272                                 | 7,691                                 | 7,684                                 |
| BURLINGTON (CHITTENDEN CO.)          |         | 20,500                 |                        | 59,600                  |                        | 80,100                                |                                       |                                       |
| FREE PRESS                           | M       |                        | 14,974                 |                         | 28,148                 | 43,122                                | 49,960                                | 51,193                                |
| FREE PRESS                           | SUN     |                        | 13,147                 |                         | 28,331                 | 41,478                                | 51,224                                | 50,028                                |
| RUTLAND (RUTLAND CO.)                |         | 11,000                 |                        | 41,500                  |                        | 52,500                                |                                       |                                       |
| HERALD                               | M       |                        | 9,386                  |                         | 12,649                 | 22,035                                | 24,119                                | 22,750                                |
| HERALD & TIMES ARGUS                 | SUN     |                        | 8,901                  |                         | 11,908                 | 20,809                                | 22,801                                | 20,683                                |
| ST. JOHNSBURY (CALEDONIA CO.)        |         | 3,200                  |                        | 18,900                  |                        | 22,100                                |                                       |                                       |
| RECORD                               | E       |                        | 2,783                  |                         | 5,596                  | 8,379                                 | 9,290                                 | 9,358                                 |

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| VIRGINIA                                                                                |                                               | CZ OR<br>OH'S     | NDM<br>CIRC                                   | RATIO<br>CIRC/<br>OH'S                    | RTZ OR<br>OH'S | NDM<br>CIRC                                | RATIO<br>CIRC/<br>OH'S                   | TOTAL NDM OR<br>CZ & RTZ<br>OH'S | CIRC                                          | TOTAL CIRCULATION<br>AS OF<br>3/31/86         | AS OF<br>3/31/85                              |
|-----------------------------------------------------------------------------------------|-----------------------------------------------|-------------------|-----------------------------------------------|-------------------------------------------|----------------|--------------------------------------------|------------------------------------------|----------------------------------|-----------------------------------------------|-----------------------------------------------|-----------------------------------------------|
| ALEXANDRIA (INDEPENDENT CITY)<br>JOURNAL                                                | M (M-F)                                       | 52,200#           | 5,186                                         | 9.93                                      |                |                                            |                                          | 52,200                           | 5,186                                         | 5,436                                         | 5,753                                         |
| ARLINGTON (ARLINGTON CO.)<br>JOURNAL                                                    | M (M-F)                                       | 71,700#           | 9,855                                         | 13.74                                     |                |                                            |                                          | 71,700                           | 9,855                                         | 10,183                                        | 10,459                                        |
| BRISTOL<br>(INDEPENDENT CITY), VA -<br>(SULLIVAN CO.), TN                               |                                               | 19,500            |                                               |                                           | 95,800         |                                            |                                          | 115,300                          |                                               |                                               |                                               |
| HERALD COURIER<br>HERALD COURIER/<br>VIRGINIA-TENNESSEAN                                | ALL DAY<br>(M-F)                              |                   | 14,140                                        | 72.51                                     |                | 22,980                                     | 23.99                                    |                                  | 37,120                                        | 42,232                                        | 42,356x                                       |
| HERALD COURIER/<br>VIRGINIA-TENNESSEAN                                                  | SAT M                                         |                   | 13,657                                        | 70.04                                     |                | 22,546                                     | 23.53                                    |                                  | 36,203                                        | 40,915                                        | 40,604                                        |
| HERALD COURIER/<br>VIRGINIA-TENNESSEAN                                                  | SUN                                           |                   | 15,003                                        | 76.94                                     |                | 22,973                                     | 23.98                                    |                                  | 37,976                                        | 42,672                                        | 41,829                                        |
| CHARLOTTESVILLE<br>(INDEPENDENT CITY)<br>PROGRESS<br>PROGRESS                           | E<br>SUN                                      | 59,900#<br>#<br># | 30,916<br>31,278                              | 51.61<br>52.22                            |                |                                            |                                          | 59,900                           | 30,916<br>31,278                              | 32,176<br>33,296                              | 31,620<br>32,776                              |
| COVINGTON (INDEPENDENT CITY)<br>VIRGINIAN                                               | E                                             | 3,000#<br>#       | 3,090                                         | 103.00                                    | 8,300          | 4,442                                      | 53.52                                    | 11,300                           | 7,532                                         | 8,431                                         | 8,467                                         |
| CULPEPER (CULPEPER CO.)<br>STAR-EXPONENT                                                | M                                             | 20,600#<br>#      | 7,056                                         | 34.25                                     |                |                                            |                                          | 20,600                           | 7,056                                         | 7,343                                         | 7,292                                         |
| DANVILLE (INDEPENDENT CITY)<br>REGISTER, BEE<br>REGISTER<br>BEE<br>REGISTER<br>REGISTER | CMB DLY<br>M (M-F)<br>E (M-F)<br>SAT M<br>SUN | 23,300            | 17,141<br>5,470<br>11,671<br>14,068<br>17,771 | 73.57<br>23.48<br>50.09<br>60.38<br>76.27 | 24,000         | 8,398<br>1,992<br>6,406<br>8,056<br>10,004 | 34.99<br>8.30<br>26.69<br>33.57<br>41.68 | 47,300                           | 25,539<br>7,462<br>18,077<br>22,124<br>27,775 | 25,751<br>7,618<br>18,133<br>22,327<br>27,978 | 26,061<br>7,768<br>18,293<br>22,645<br>27,833 |
| FREDERICKSBURG<br>(INDEPENDENT CITY)<br>FREE LANCE-STAR                                 | E                                             | 43,600#<br>#      | 31,142                                        | 71.43                                     |                |                                            |                                          | 43,600                           | 31,142                                        | 33,899                                        | 31,980                                        |
| HARRISONBURG (INDEPENDENT CITY)<br>NEWS-RECORD                                          | M                                             | 8,600             | 8,103                                         | 94.22                                     | 38,200         | 19,648                                     | 51.43                                    | 46,800                           | 27,751                                        | 30,125                                        | 30,018                                        |
| HOPEWELL (INDEPENDENT CITY)<br>NEWS                                                     | E (M-F)                                       | 8,600             | 5,165                                         | 60.06                                     | 17,500         | 2,016                                      | 11.52                                    | 26,100                           | 7,181                                         | 7,359                                         | 7,061                                         |

xFOR PERIOD JANUARY 5, 1985 TO MARCH 31, 1985.  
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| VIRGINIA                                                                |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| LYNCHBURG (INDEPENDENT CITY)                                            |         | 33,300                 |                        | 37,800                  |                        | 71,100                                |                                       |                                       |
| NEWS, ADVANCE                                                           | CMB DLY |                        | 26,217                 | 78.73                   | 15,184                 | 40.17                                 | 41,401                                | 42,203                                |
| NEWS                                                                    | M (M-F) |                        | 13,695                 | 41.13                   | 13,853                 | 36.65                                 | 27,548                                | 28,319                                |
| ADVANCE                                                                 | E (M-F) |                        | 12,522                 | 37.60                   | 1,331                  | 3.52                                  | 13,853                                | 13,884                                |
|                                                                         | SAT M   |                        |                        |                         |                        |                                       |                                       |                                       |
| NEWS & ADVANCE                                                          | & HOLS  |                        | 24,143                 | 72.50                   | 14,781                 | 39.10                                 | 38,924                                | 39,714                                |
| NEWS & ADVANCE                                                          | SUN     |                        | 26,653                 | 80.04                   | 16,782                 | 44.40                                 | 43,435                                | 44,309                                |
| MANASSAS (INDEPENDENT CITY)                                             |         | 14,800                 |                        | 10,800                  |                        | 25,600                                |                                       |                                       |
| JOURNAL MESSENGER                                                       | E       |                        | 8,313                  | 56.17                   | 3,922                  | 36.31                                 | 12,235                                | 12,441                                |
| MARTINSVILLE<br>(INDEPENDENT CITY)                                      |         | 7,000                  |                        | 22,200                  |                        | 29,200                                |                                       |                                       |
| BULLETIN                                                                | E (M-F) |                        | 5,977                  | 85.39                   | 12,205                 | 54.98                                 | 18,182                                | 18,373*                               |
| BULLETIN                                                                | SUN     |                        | 6,229                  | 88.99                   | 14,064                 | 63.35                                 | 20,293                                | 20,485*                               |
| NEWPORT NEWS-HAMPTON<br>(INDEPENDENT CITIES)                            |         | 148,400#               |                        |                         |                        | 148,400                               |                                       |                                       |
| PRESS, TIMES HERALD                                                     | CMB DLY | #                      | 98,606                 | 66.45                   |                        | 98,606                                | 101,915*                              | 100,152*                              |
| PRESS                                                                   | M (M-F) | #                      | 62,138                 | 41.87                   |                        | 62,138                                | 65,181*                               | 62,830*                               |
| TIMES HERALD                                                            | E (M-F) | #                      | 36,468                 | 24.57                   |                        | 36,468                                | 36,734*                               | 37,322*                               |
| PRESS                                                                   | SAT M   | #                      | 92,255                 | 62.17                   |                        | 92,255                                | 95,450*                               | 97,005*                               |
| PRESS                                                                   | SUN     | #                      | 108,364                | 73.02                   |                        | 108,364                               | 111,638*                              | 108,253*                              |
| NORFOLK-PORTSMOUTH-VIRGINIA<br>BEACH-CHESAPEAKE<br>(INDEPENDENT CITIES) |         | 288,500#               |                        | 196,700                 |                        | 485,200                               |                                       |                                       |
| VIRGINIAN-PILOT, LEDGER-STAR                                            | CMB DLY | #                      | 207,280                | 71.85                   | 16,449                 | 8.36                                  | 223,729                               | 227,290*                              |
| VIRGINIAN-PILOT                                                         | M (M-F) | #                      | 124,214                | 43.06                   | 15,867                 | 8.07                                  | 140,081                               | 143,526*                              |
| LEDGER-STAR                                                             | E (M-F) | #                      | 83,066                 | 28.79                   | 582                    | 0.30                                  | 83,648                                | 83,764*                               |
| VIRGINIAN-PILOT/LEDGER STAR                                             | SAT M   | #                      | 210,394                | 72.93                   | 17,344                 | 8.82                                  | 227,738                               | 231,350*                              |
| VIRGINIAN-PILOT/LEDGER-STAR                                             | SUN     | #                      | 204,793                | 70.99                   | 18,631                 | 9.47                                  | 223,424                               | 227,518*                              |
| PETERSBURG (INDEPENDENT CITY)                                           |         | 26,200                 |                        | 44,400                  |                        | 70,600                                |                                       |                                       |
| PROGRESS-INDEX                                                          | E       |                        | 12,326                 | 47.05                   | 7,774                  | 17.51                                 | 20,100                                | 20,813                                |
| PROGRESS-INDEX                                                          | SUN     |                        | 12,382                 | 47.26                   | 8,119                  | 18.29                                 | 20,501                                | 21,237                                |
| RICHMOND (INDEPENDENT CITY)                                             |         | 228,000#               |                        | 183,000                 |                        | 411,000                               |                                       |                                       |
| TIMES-DISPATCH, NEWS-LEADER                                             | CMB DLY | #                      | 187,665                | 82.31                   | 49,807                 | 27.22                                 | 237,472                               | 251,065                               |
| TIMES-DISPATCH                                                          | M       | #                      | 91,623                 | 40.19                   | 35,317                 | 19.30                                 | 126,940                               | 139,909                               |
| NEWS-LEADER                                                             | E       | #                      | 96,042                 | 42.12                   | 14,490                 | 7.92                                  | 110,532                               | 111,156                               |
| TIMES-DISPATCH                                                          | SUN     | #                      | 165,563                | 72.62                   | 55,278                 | 30.21                                 | 220,841                               | 240,182                               |

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|                                     |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-------------------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| VIRGINIA                            |         |                        |                        |                                               |                        |                                       |                                       |                  |
| ROANOKE (INDEPENDENT CITY)          |         | 83,300#                |                        | 173,900                                       |                        | 257,200                               |                                       |                  |
| TIMES & WORLD-NEWS                  | CMB DLY | #                      | 66,428                 | 79.75                                         | 55,468                 | 31.90                                 | 121,896                               | 125,836          |
| TIMES & WORLD-NEWS                  | M (M-F) | #                      | 23,822                 | 28.60                                         | 52,185                 | 30.01                                 | 76,007                                | 78,465           |
| TIMES & WORLD-NEWS                  | E (M-F) | #                      | 42,606                 | 51.15                                         | 3,283                  | 1.89                                  | 45,889                                | 47,371           |
| TIMES & WORLD-NEWS                  | SAT M   | #                      | 64,932                 | 77.95                                         | 56,515                 | 32.50                                 | 121,447                               | 125,494          |
| TIMES & WORLD-NEWS                  | SUN     | #                      | 64,327                 | 77.22                                         | 59,649                 | 34.30                                 | 123,976                               | 127,187          |
| SPRINGFIELD (FAIRFAX CO.)           |         | 305,800#               |                        |                                               |                        | 305,800                               |                                       |                  |
| JOURNAL                             | M (M-F) | #                      | 57,586                 | 18.83                                         |                        |                                       | 57,586                                | 56,085           |
| STAUNTON (INDEPENDENT CITY)         |         | 11,200                 |                        | 32,900                                        |                        | 44,100                                |                                       |                  |
| NEWS-LEADER                         | M       |                        | 8,024                  | 71.64                                         | 8,736                  | 26.55                                 | 16,760                                | 17,394           |
| NEWS-LEADER                         | SUN     |                        | 8,945                  | 79.87                                         | 11,377                 | 34.58                                 | 20,322                                | 21,308           |
| STRASBURG (SHENANDOAH CO.)          |         | 44,300#                |                        |                                               |                        | 44,300                                |                                       |                  |
| NORTHERN VIRGINIA DAILY             | M       | #                      | 13,467                 | 30.40                                         |                        |                                       | 13,467                                | 14,589           |
| SUFFOLK (INDEPENDENT CITY)          |         | 16,000                 |                        | 14,200                                        |                        | 30,200                                |                                       |                  |
| NEWS-HERALD                         | E (M-F) |                        | 6,553                  | 40.96                                         | 183                    | 1.29                                  | 6,736                                 | 6,962            |
| NEWS-HERALD                         | SUN     |                        | 6,979                  | 43.62                                         | 198                    | 1.39                                  | 7,177                                 | 7,374            |
| WAYNESBORO (INDEPENDENT CITY)       |         | 8,500                  |                        | 17,400                                        |                        | 25,900                                |                                       |                  |
| NEWS-VIRGINIAN                      | E       |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                  |
| WINCHESTER (INDEPENDENT CITY)       |         | 8,100#                 |                        | 15,500                                        |                        | 23,600                                |                                       |                  |
| STAR                                | E       | #                      | 7,447                  | 91.94                                         | 10,069                 | 64.96                                 | 17,516                                | 20,917           |
| WOODBRIIDGE<br>(PRINCE WILLIAM CO.) |         | 36,100#                |                        |                                               |                        | 36,100                                |                                       |                  |
| POTOMAC NEWS                        | E (M-F) | #                      | 19,608                 | 54.32                                         |                        |                                       | 19,608                                | 22,828           |
|                                     |         |                        |                        |                                               |                        |                                       | 23,350                                |                  |
| WASHINGTON                          |         |                        |                        |                                               |                        |                                       |                                       |                  |
| ABERDEEN (GRAYS HARBOR CO.)         |         | 11,600                 |                        | 18,200                                        |                        | 29,800                                |                                       |                  |
| WORLD                               | E       |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                  |
| WORLD                               | SUN     |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                  |
| AUBURN (KING CO.)                   |         | 31,000#                |                        |                                               |                        | 31,000                                |                                       |                  |
| GLOBE NEWS                          | M (M-F) | #                      | 8,790                  | 28.35                                         |                        |                                       | 8,790                                 | 8,846            |
| GLOBE NEWS                          | SUN     | #                      | 8,878                  | 28.64                                         |                        |                                       | 8,878                                 | 8,934            |
| BELLEVUE (KING CO.)                 |         | 115,100#               |                        |                                               |                        | 115,100                               |                                       |                  |
| JOURNAL-AMERICAN                    | M       | #                      | 26,098                 | 22.67                                         |                        |                                       | 26,098                                | 26,831           |
| JOURNAL-AMERICAN                    | SUN     | #                      | 26,604                 | 23.11                                         |                        |                                       | 26,604                                | 27,323           |
|                                     |         |                        |                        |                                               |                        |                                       |                                       | 26,687           |
|                                     |         |                        |                        |                                               |                        |                                       |                                       | 27,020           |

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|                                                             |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-------------------------------------------------------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| WASHINGTON                                                  |         |                        |                        |                                               |                        |                                       |                                       |                                       |
| BELLINGHAM (WHATCOM CO.)                                    |         | 18,900                 |                        | 24,500                                        |                        | 43,400                                |                                       |                                       |
| HERALD                                                      | E       |                        | 11,153 59.01           |                                               | 9,659 39.42            | 20,812                                | 21,527                                | 21,440                                |
| HERALD                                                      | SUN     |                        | 12,246 64.79           |                                               | 11,213 45.77           | 23,459                                | 24,711                                | 24,229                                |
| BREMERTON (KITSAP CO.)                                      |         | 36,800                 |                        | 27,600                                        |                        | 64,400                                |                                       |                                       |
| SUN                                                         | E       |                        | 24,215 65.80           |                                               | 14,121 51.16           | 38,336                                | 38,645                                | 38,243                                |
| CENTRALIA-CHEHALIS (LEWIS CO.)                              |         | 8,500                  |                        | 25,600                                        |                        | 34,100                                |                                       |                                       |
| CHRONICLE                                                   | E       |                        | 5,725 67.35            |                                               | 8,764 34.23            | 14,489                                | 14,883                                | 15,158                                |
| EVERETT (SNOHOMISH CO.)                                     |         | 33,100                 |                        | 124,000                                       |                        | 157,100                               |                                       |                                       |
| HERALD                                                      | E       |                        | 20,221 61.09           |                                               | 34,996 28.22           | 55,217                                | 56,037                                | 53,957                                |
| HERALD                                                      | SUN     |                        | 20,712 62.57           |                                               | 36,059 29.08           | 56,771                                | 57,727                                | 55,543                                |
| KENT (KING CO.)                                             |         | 36,800#                |                        |                                               |                        | 36,800                                |                                       |                                       |
| NEWS JOURNAL                                                | M (M-F) | #                      | 11,622 31.58           |                                               |                        | 11,622                                | 11,691                                | 12,175                                |
| NEWS JOURNAL                                                | SUN     | #                      | 11,212 30.47           |                                               |                        | 11,212                                | 11,281                                | 12,171                                |
| LONGVIEW (COWLITZ CO.)                                      |         | 18,700                 |                        | 18,500                                        |                        | 37,200                                |                                       |                                       |
| NEWS                                                        | E       |                        | 14,821 79.26           |                                               | 8,877 47.98            | 23,698                                | 24,575                                | 25,727                                |
| MOUNT VERNON (SKAGIT CO.)                                   |         | 26,800#                |                        |                                               |                        | 26,800                                |                                       |                                       |
| VALLEY HERALD                                               | E       | #                      |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| OLYMPIA (THURSTON CO.)                                      |         | 22,100                 |                        | 44,100                                        |                        | 66,200                                |                                       |                                       |
| OLYMPIAN                                                    | E       |                        | 15,907 71.98           |                                               | 10,792 24.47           | 26,699                                | 27,061                                | 26,811                                |
| OLYMPIAN                                                    | SUN     |                        | 17,250 78.05           |                                               | 11,964 27.13           | 29,214                                | 29,664                                | 28,337                                |
| PASCO (FRANKLIN CO.)-<br>KENNEWICK-RICHLAND<br>(BENTON CO.) |         | 40,000                 |                        | 17,300                                        |                        | 57,300                                |                                       |                                       |
| TRI-CITY HERALD                                             | M       |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| TRI-CITY HERALD                                             | SUN     |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                                       |
| PORT ANGELES (CLALLAM CO.)                                  |         | 7,100                  |                        | 14,100                                        |                        | 21,200                                |                                       |                                       |
| NEWS                                                        | E (M-F) |                        | 4,957 69.82            |                                               | 6,034 42.79            | 10,991                                | 12,093                                | 12,579                                |
| NEWS                                                        | SUN     |                        | 5,374 75.69            |                                               | 6,648 47.15            | 12,022                                | 13,215                                | 13,736                                |
| RENTON (KING CO.)                                           |         | 42,700#                |                        |                                               |                        | 42,700                                |                                       |                                       |
| RECORD CHRONICLE                                            | M (M-F) | #                      | 9,507 22.26            |                                               |                        | 9,507                                 | 9,572                                 | 10,616                                |
| RECORD CHRONICLE                                            | SUN     | #                      | 9,613 22.51            |                                               |                        | 9,613                                 | 9,678                                 | 10,825                                |

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|                               |         |   | CZ OR NDM | RATIO      | RTZ OR NDM | RATIO      | TOTAL NDM OR | TOTAL CIRCULATION |         |         |
|-------------------------------|---------|---|-----------|------------|------------|------------|--------------|-------------------|---------|---------|
| WASHINGTON                    |         |   | OH'S CIRC | CIRC/ OH'S | OH'S CIRC  | CIRC/ OH'S | CZ & RTZ     | AS OF             | AS OF   |         |
|                               |         |   | OH'S      |            | OH'S       |            | OH'S CIRC    | 3/31/86           | 3/31/85 |         |
| SEATTLE (KING CO.)            |         |   | 571,100#  |            |            |            | 571,100      |                   |         |         |
| POST-INTELLIGENCER, TIMES     | CMB DLY | # |           | 347,892    | 60.92      |            |              | 347,892           | 432,814 | 424,840 |
| POST-INTELLIGENCER            | M (M-F) | # |           | 135,688    | 23.76      |            |              | 135,688           | 202,305 | 196,996 |
| TIMES                         | E (M-F) | # |           | 212,204    | 37.16      |            |              | 212,204           | 230,509 | 227,844 |
| POST-INTELLIGENCER, TIMES     | CMB SAT | # |           | 320,603    | 56.14      |            |              | 320,603           | 393,669 | 385,303 |
| POST-INTELLIGENCER            | SAT M   | # |           | 113,378    | 19.85      |            |              | 113,378           | 168,979 | 164,073 |
| TIMES                         | SAT M   | # |           | 207,225    | 36.29      |            |              | 207,225           | 224,690 | 221,230 |
| TIMES/POST-INTELLIGENCER      | SUN     | # |           | 381,122    | 66.73      |            |              | 381,122           | 490,105 | 477,307 |
| SPOKANE (SPOKANE CO.)         |         |   | 115,800   |            | 169,100    |            | 284,900      |                   |         |         |
| SPOKESMAN-REVIEW, CHRONICLE   | CMB DLY | # |           | 68,576     | 59.22      | 44,645     | 26.40        | 113,221           | 119,003 | 128,904 |
| SPOKESMAN-REVIEW              | M (M-F) | # |           | 40,804     | 35.24      | 33,888     | 20.04        | 74,692            | 80,375  | 81,858  |
| CHRONICLE                     | E (M-F) | # |           | 27,772     | 23.98      | 10,757     | 6.36         | 38,529            | 38,628  | 47,046  |
| SPOKESMAN-REVIEW              | SAT M   | # |           | 68,554     | 59.20      | 50,644     | 29.95        | 119,198           | 126,218 |         |
| SPOKESMAN-REVIEW              | SUN     | # |           | 72,219     | 62.37      | 55,078     | 32.57        | 127,297           | 135,233 | 139,877 |
| TACOMA (PIERCE CO.)           |         |   | 133,000   |            | 209,300    |            | 342,300      |                   |         |         |
| NEWS TRIBUNE                  | E       | # |           | 69,681     | 52.39      | 37,411     | 17.87        | 107,092           | 107,678 | 106,499 |
| NEWS TRIBUNE                  | SUN     | # |           | 75,102     | 56.47      | 43,020     | 20.55        | 118,122           | 119,150 | 117,547 |
| VANCOUVER (CLARK CO.)         |         |   | 77,100#   |            |            |            | 77,100       |                   |         |         |
| COLUMBIAN                     | E (M-F) | # |           | 45,257     | 58.70      |            |              | 45,257            | 46,964  | 46,042  |
| COLUMBIAN                     | SUN     | # |           | 50,438     | 65.42      |            |              | 50,438            | 52,335  | 52,296  |
| WALLA WALLA (WALLA WALLA CO.) |         |   | 13,500    |            | 10,100     |            | 23,600       |                   |         |         |
| UNION BULLETIN                | E (M-F) | # |           | 10,358     | 76.73      | 4,964      | 49.15        | 15,322            | 15,556  | 15,904  |
| UNION BULLETIN                | SUN     | # |           | 10,533     | 78.02      | 5,185      | 51.34        | 15,718            | 16,024  | 16,570  |
| WENATCHEE (CHELAN CO.)        |         |   | 13,800    |            | 46,100     |            | 59,900       |                   |         |         |
| WORLD                         | E (M-F) | # |           | 11,480     | 83.19      | 15,293     | 33.17        | 26,773            | 27,362  | 27,426  |
| WORLD                         | SUN     | # |           | 12,942     | 93.78      | 16,723     | 36.28        | 29,665            | 30,326  | 30,302  |
| YAKIMA (YAKIMA CO.)           |         |   | 34,000#   |            | 32,400     |            | 66,400       |                   |         |         |
| HERALD-REPUBLIC               | ALL DAY | # |           | 20,620     | 60.65      | 15,191     | 46.89        | 35,811            | 39,111* | 39,889* |
| HERALD-REPUBLIC               | SUN     | # |           | 21,956     | 64.58      | 16,226     | 50.08        | 38,182            | 41,908* | 42,469* |
| WEST VIRGINIA                 |         |   |           |            |            |            |              |                   |         |         |
| BECKLEY (RALEIGH CO.)         |         |   | 98,300#   |            |            |            | 98,300       |                   |         |         |
| REGISTER/HERALD               | M       | # |           | 32,101     | 32.66      |            |              | 32,101            | 33,350  | 33,073x |
| REGISTER/HERALD               | SUN     | # |           | 33,633     | 34.21      |            |              | 33,633            | 34,827  | 34,667  |

x FOR PERIOD DECEMBER 30, 1984 TO MARCH 31, 1985.  
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| WEST VIRGINIA               |          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-----------------------------|----------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| BLUEFIELD (MERCER CO.)      |          | 78,900#                |                        |                                               |                        | 78,900                                |                                       |                  |
| TELEGRAPH                   | M        | #                      | 27,006                 | 34.23                                         |                        | 27,006                                | 27,516                                | 27,203           |
| TELEGRAPH                   | SUN      | #                      | 30,780                 | 39.01                                         |                        | 30,780                                | 31,314                                | 32,804           |
| CHARLESTON (KANAWHA CO.)    |          | 196,900#               |                        |                                               |                        | 196,900                               |                                       |                  |
| GAZETTE, MAIL               | CMB DLY  | #                      | 100,772                | 51.18                                         |                        | 100,772                               | 108,490                               | 108,254          |
| GAZETTE                     | M        | #                      | 48,950                 | 24.86                                         |                        | 48,950                                | 55,040                                | 54,823           |
| MAIL                        | E        | #                      | 51,822                 | 26.32                                         |                        | 51,822                                | 53,450                                | 53,431           |
| GAZETTE-MAIL                | SUN      | #                      | 99,960                 | 50.77                                         |                        | 99,960                                | 108,747                               | 108,363          |
| CLARKSBURG (HARRISON CO.)   |          | 14,600                 |                        | 52,100                                        |                        | 66,700                                |                                       |                  |
| EXPONENT, TELEGRAM          | CMB DLY  |                        | 11,911                 | 81.58                                         | 12,918                 | 24.79                                 | 24,829                                | 26,008           |
| EXPONENT                    | M (TU-S) |                        | 2,485                  | 17.02                                         | 4,663                  | 8.95                                  | 7,148                                 | 8,047            |
| TELEGRAM                    | E        |                        | 9,426                  | 64.56                                         | 8,255                  | 15.84                                 | 17,681                                | 17,961           |
| EXPONENT-TELEGRAM           | SUN      |                        | 12,426                 | 85.11                                         | 14,882                 | 28.56                                 | 27,308                                | 29,481           |
| ELKINS (RANDOLPH CO.)       |          | 3,300                  |                        | 11,100                                        |                        | 14,400                                |                                       |                  |
| INTER-MOUNTAIN              | E        |                        | 3,130                  | 94.85                                         | 5,204                  | 46.88                                 | 8,334                                 | 10,852           |
| FAIRMONT (MARION CO.)       |          | 13,300                 |                        | 18,500                                        |                        | 31,800                                |                                       |                  |
| TIMES-WEST VIRGINIAN        | M        |                        | 8,774                  | 65.97                                         | 5,083                  | 27.48                                 | 13,857                                | 14,636           |
| TIMES-WEST VIRGINIAN        | SUN      |                        | 9,421                  | 70.83                                         | 5,761                  | 31.14                                 | 15,182                                | 15,966           |
| HUNTINGTON (CABELL CO.)     |          | 49,100                 |                        | 76,600                                        |                        | 125,700                               |                                       |                  |
| HERALD-DISPATCH             | M        |                        | 26,033                 | 53.02                                         | 13,106                 | 17.11                                 | 39,139                                | 42,098*          |
| HERALD-DISPATCH             | SUN      |                        | 30,052                 | 61.21                                         | 15,085                 | 19.69                                 | 45,137                                | 48,555*          |
| LOGAN (LOGAN CO.)           |          | 1,200                  |                        | 16,000                                        |                        | 17,200                                |                                       |                  |
| BANNER                      | E (M-F)  |                        | 845                    | 70.42                                         | 10,027                 | 62.67                                 | 10,872                                | 11,250*          |
| BANNER                      | SUN      |                        | 844                    | 70.33                                         | 10,030                 | 62.69                                 | 10,874                                | 11,252*          |
| MARTINSBURG (BERKELEY CO.)  |          | 5,600                  |                        | 29,000                                        |                        | 34,600                                |                                       |                  |
| JOURNAL                     | E        |                        |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                  |
| MORGANTOWN (MONONGALIA CO.) |          | 18,600                 |                        | 23,800                                        |                        | 42,400                                |                                       |                  |
| DOMINION-POST               | M        |                        | 10,519                 | 56.55                                         | 6,839                  | 28.74                                 | 17,358                                | 20,313           |
| DOMINION-POST               | SUN      |                        | 11,889                 | 63.92                                         | 9,328                  | 39.19                                 | 21,217                                | 27,436           |
| PARKERSBURG (WOOD CO.)      |          | 27,600                 |                        | 46,400                                        |                        | 74,000                                |                                       |                  |
| NEWS, SENTINEL              | CMB DLY  |                        | 22,166                 | 80.31                                         | 12,417                 | 26.76                                 | 34,583                                | 36,377*          |
| NEWS                        | M        |                        | 11,449                 | 41.48                                         | 8,103                  | 17.46                                 | 19,552                                | 21,116*          |
| SENTINEL                    | E        |                        | 10,717                 | 38.83                                         | 4,314                  | 9.30                                  | 15,031                                | 15,261*          |
| NEWS                        | SUN      |                        | 20,763                 | 75.23                                         | 16,831                 | 36.27                                 | 37,594                                | 40,224*          |

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|                                                                             |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | TOTAL CIRCULATION<br>AS OF<br>3/31/85 |
|-----------------------------------------------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| WEST VIRGINIA                                                               |         |                        |                        |                         |                        |                                       |                                       |                                       |
| WEIRTON (HANCOCK CO.)<br>TIMES                                              | E       | 9,100                  | 5,899 64.82            | 20,400                  | 1,627 7.98             | 29,500                                | 7,526                                 | 7,640 7,682*                          |
| WHEELING (OHIO CO.)<br>INTELLIGENCER, NEWS-REGISTER                         | CMB DLY | 36,900                 | 27,081 73.39           | 65,900                  | 15,216 23.09           | 102,800                               | 42,297                                | 49,767 50,590                         |
| INTELLIGENCER                                                               | M (M-F) |                        | 8,840 23.96            |                         | 8,585 13.03            |                                       | 17,425                                | 24,157 24,436                         |
| NEWS-REGISTER                                                               | E (M-F) |                        | 18,241 49.43           |                         | 6,631 10.06            |                                       | 24,872                                | 25,610 26,154                         |
| INTELLIGENCER                                                               | SAT M   |                        | 23,750 64.36           |                         | 15,411 23.39           |                                       | 39,161                                | 46,858 47,390                         |
| NEWS-REGISTER                                                               | SUN     |                        | 26,900 72.90           |                         | 19,356 29.37           |                                       | 46,256                                | 54,368 54,353                         |
| WILLIAMSON (MINGO CO.)<br>NEWS                                              | E       | 48,300#                | 11,443 23.69           |                         |                        | 48,300                                | 11,443                                | 11,831 12,184                         |
| WISCONSIN                                                                   |         |                        |                        |                         |                        |                                       |                                       |                                       |
| APPLETON (OUTGAMIA CO.)-<br>NEENAH-MENASHA (WINNEBAGO CO.)<br>POST-CRESCENT | E       | 54,700                 | 34,584 63.22           | 44,300                  | 16,520 37.29           | 99,000                                | 51,104                                | 52,089 51,232                         |
| POST-CRESCENT                                                               | SUN     |                        | 40,301 73.68           |                         | 19,856 44.82           |                                       | 60,157                                | 63,298 61,205                         |
| CHIPPEWA FALLS (CHIPPEWA CO.)<br>HERALD-TELEGRAM                            | E       | 4,700                  | 3,374 71.79            | 15,100                  | 5,240 34.70            | 19,800                                | 8,614                                 | 9,082 9,166                           |
| EAU CLAIRE (EAU CLAIRE CO.)<br>LEADER-TELEGRAM                              | E (M-F) | 23,900                 | 16,496 69.02           | 62,900                  | 16,844 26.78           | 86,800                                | 33,340                                | 35,401 36,274                         |
| LEADER-TELEGRAM                                                             | WKND    |                        | 17,855 74.71           |                         | 18,817 29.92           |                                       | 36,672                                | 39,006 38,882                         |
| FOND DU LAC (FOND DU LAC CO.)<br>REPORTER                                   | E (M-F) | 15,200                 | 9,860 64.87            | 38,200                  | 9,419 24.66            | 53,400                                | 19,279                                | 19,785 20,452                         |
| REPORTER                                                                    | SUN     |                        | 10,254 67.46           |                         | 9,712 25.42            |                                       | 19,966                                | 20,475 21,017                         |
| GREEN BAY (BROWN CO.)<br>PRESS-GAZETTE                                      | E       | 55,000                 | 35,778 65.05           | 50,100                  | 17,022 33.98           | 105,100                               | 52,800                                | 55,153 55,341                         |
| PRESS-GAZETTE                                                               | SUN     |                        | 40,089 72.89           |                         | 23,950 47.80           |                                       | 64,039                                | 74,663 74,245                         |
| JANESVILLE (ROCK CO.)<br>GAZETTE                                            | E       | 19,800                 | 14,729 74.39           | 60,900                  | 15,218 24.99           | 80,700                                | 29,947                                | 30,825 31,468                         |
| KENOSHA (KENOSHA CO.)<br>NEWS                                               | E (M-F) | 29,400                 | 23,185 78.86           | 14,700                  | 5,980 40.68            | 44,100                                | 29,165                                | 29,892 30,049                         |
| NEWS                                                                        | SUN     |                        | 23,558 80.13           |                         | 6,302 42.87            |                                       | 29,860                                | 30,706 31,044                         |

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| WISCONSIN                               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|-----------------------------------------|---------|------------------------|------------------------|-------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| LA CROSSE (LA CROSSE CO.)               |         | 27,200                 |                        | 59,600                  |                        | 86,800                                |                                       |                  |
| TRIBUNE                                 | E       |                        | 18,331                 | 67.39                   |                        |                                       | 34,001                                | 34,820           |
| TRIBUNE                                 | SUN     |                        | 19,365                 | 71.19                   |                        |                                       | 36,444                                | 37,419           |
| MADISON (DANE CO.)                      |         | 90,600                 |                        | 148,800                 |                        | 239,400                               |                                       |                  |
| STATE JOURNAL, CAPITAL TIMES            | CMB DLY |                        | 54,831                 | 60.52                   | 42,193                 | 28.36                                 | 97,024                                | 106,217          |
| STATE JOURNAL                           | M (M-F) |                        | 36,087                 | 39.83                   | 32,899                 | 22.11                                 | 68,986                                | 77,559           |
| CAPITAL TIMES                           | E (M-F) |                        | 18,744                 | 20.69                   | 9,294                  | 6.25                                  | 28,038                                | 28,658           |
| STATE JOURNAL, CAPITAL TIMES            | CMB SAT |                        | 54,243                 | 59.87                   | 44,494                 | 29.90                                 | 98,737                                | 108,144          |
| STATE JOURNAL                           | SAT M   |                        | 35,738                 | 39.45                   | 34,697                 | 23.32                                 | 70,435                                | 79,231           |
| CAPITAL TIMES                           | SAT E   |                        | 18,505                 | 20.42                   | 9,798                  | 6.58                                  | 28,303                                | 28,913           |
| STATE JOURNAL                           | SUN     |                        | 62,457                 | 68.94                   | 66,390                 | 44.62                                 | 128,847                               | 140,313          |
| MANITOWOC-TWO RIVERS<br>(MANITOWOC CO.) |         | 19,100                 |                        | 19,400                  |                        | 38,500                                |                                       |                  |
| HERALD-TIMES-REPORTER                   | E       |                        | 11,506                 | 60.24                   | 4,701                  | 24.23                                 | 16,207                                | 16,604           |
| HERALD-TIMES-REPORTER                   | SUN     |                        | 11,411                 | 59.74                   | 4,680                  | 24.12                                 | 16,091                                | 16,488           |
| MARINETTE (MARINETTE CO.)               |         | 4,800                  |                        | 24,300                  |                        | 29,100                                |                                       |                  |
| EAGLE-STAR                              | E       |                        | 3,627                  | 75.56                   | 5,586                  | 22.99                                 | 9,213                                 | 9,381            |
| MARSHFIELD (WOOD CO.)                   |         | 7,600                  |                        | 24,200                  |                        | 31,800                                |                                       |                  |
| NEWS-HERALD                             | E       |                        | 5,651                  | 74.36                   | 9,030                  | 37.31                                 | 14,681                                | 15,534           |
| MILWAUKEE (MILWAUKEE CO.)               |         | 523,100#               |                        | 252,800                 |                        | 775,900                               |                                       |                  |
| SENTINEL, JOURNAL                       | CMB DLY | #                      | 386,163                | 73.82                   | 32,382                 | 12.81                                 | 418,545                               | 482,861          |
| SENTINEL                                | M       | #                      | 127,879                | 24.45                   | 16,945                 | 6.70                                  | 144,824                               | 188,359          |
| JOURNAL                                 | E       | #                      | 258,284                | 49.38                   | 15,437                 | 6.11                                  | 273,721                               | 294,502          |
| JOURNAL                                 | SUN     | #                      | 390,242                | 74.60                   | 51,870                 | 20.52                                 | 442,112                               | 514,549          |
| OSHKOSH (WINNEBAGO CO.)                 |         | 22,900                 |                        | 57,800                  |                        | 80,700                                |                                       |                  |
| NORTHWESTERN                            | E (M-F) |                        | 16,851                 | 73.59                   | 9,058                  | 15.67                                 | 25,909                                | 26,405           |
| NORTHWESTERN                            | SUN     |                        | 17,441                 | 76.16                   | 9,857                  | 17.05                                 | 27,298                                | 27,889           |
| RACINE (RACINE CO.)                     |         | 48,300                 |                        | 14,100                  |                        | 62,400                                |                                       |                  |
| JOURNAL TIMES                           | E       |                        | 31,082                 | 64.35                   | 4,090                  | 29.01                                 | 35,172                                | 35,663           |
| JOURNAL TIMES                           | SUN     |                        | 33,090                 | 68.51                   | 4,419                  | 31.34                                 | 37,509                                | 38,029           |
| SHAWANO (SHAWANO CO.)                   |         | 3,100#                 |                        | 10,000                  |                        | 13,100                                |                                       |                  |
| LEADER                                  | E       | #                      | 2,489                  | 80.29                   | 4,156                  | 41.56                                 | 6,645                                 | 7,486            |
| SHEBOYGAN (SHEBOYGAN CO.)               |         | 22,700                 |                        | 34,400                  |                        | 57,100                                |                                       |                  |
| PRESS                                   | E       |                        | 16,420                 | 72.33                   | 12,168                 | 35.37                                 | 28,588                                | 29,524*          |

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|                                                                                           |                          | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S             | RTZ OR NDM<br>OH'S CIRC          | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |                                     |                                     |                                     |
|-------------------------------------------------------------------------------------------|--------------------------|------------------------|------------------------------------|----------------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| WISCONSIN                                                                                 |                          |                        |                                    |                                  |                        |                                       |                                       |                  |                                     |                                     |                                     |
| WAUKESHA (WAUKESHA CO.)<br>FREEMAN                                                        | E                        | 19,800#<br>#           | 12,105                             | 61.14                            | 38,400                 | 8,677                                 | 22.60                                 | 58,200           | 20,782                              | 22,446                              | 22,636                              |
| WAUSAU (MARATHON CO.)<br>HERALD<br>HERALD                                                 | E<br>SUN                 | 21,000                 | 13,811<br>11,005                   | 65.77<br>52.40                   | 32,600                 | 10,268<br>8,139                       | 31.50<br>24.97                        | 53,600           | 24,079<br>19,144                    | 24,628<br>23,532                    | 26,082                              |
| WISCONSIN RAPIDS (WOOD CO.)<br>TRIBUNE                                                    | E                        | 12,400                 | 8,838                              | 71.27                            | 9,400                  | 3,906                                 | 41.55                                 | 21,800           | 12,744                              | 13,285                              | 13,048                              |
| WYOMING                                                                                   |                          |                        |                                    |                                  |                        |                                       |                                       |                  |                                     |                                     |                                     |
| CASPER (NATRONA CO.)<br>STAR-TRIBUNE<br>STAR-TRIBUNE                                      | M<br>SUN                 | 21,100                 | 17,273<br>18,615                   | 81.86<br>88.22                   | 52,600                 | 9,732<br>10,866                       | 18.50<br>20.66                        | 73,700           | 27,005<br>29,481                    | 37,309<br>41,040                    | 36,413<br>39,294                    |
| CHEYENNE (LARAMIE CO.)<br>EAGLE, STATE TRIBUNE<br>EAGLE<br>STATE TRIBUNE<br>TRIBUNE-EAGLE | CMB DLY<br>M<br>E<br>SUN | 21,400                 | 16,218<br>6,728<br>9,490<br>16,733 | 75.79<br>31.44<br>44.35<br>78.19 | 29,400                 | 2,870<br>1,817<br>1,053<br>3,029      | 9.76<br>6.18<br>3.58<br>10.30         | 50,800           | 19,088<br>8,545<br>10,543<br>19,762 | 19,572<br>8,794<br>10,778<br>20,311 | 19,763<br>8,827<br>10,936<br>20,324 |
| LARAMIE (ALBANY CO.)<br>BOOMERANG<br>BOOMERANG                                            | M (TU-S)<br>SUN          | 9,600                  | 6,558<br>6,682                     | 68.31<br>69.60                   | 6,000                  | 477<br>480                            | 7.95<br>8.00                          | 15,600           | 7,035<br>7,162                      | 7,688<br>7,845                      | 7,668<br>7,929                      |
| RAWLINS (CARBON CO.)<br>TIMES                                                             | M (TU-S)                 | 3,900                  | 2,428                              | 62.26                            | 5,100                  | 1,111                                 | 21.78                                 | 9,000            | 3,539                               | 3,880                               | 4,015                               |
| ROCK SPRINGS (SWEETWATER CO.)<br>ROCKET-MINER                                             | M (TU-S)                 | 8,300                  | 4,943                              | 59.55                            | 29,500                 | 2,018                                 | 6.84                                  | 37,800           | 6,961                               | 7,323                               | 7,292                               |
| SHERIDAN (SHERIDAN CO.)<br>PRESS                                                          | E                        | 7,000                  | 4,735                              | 67.64                            | 6,100                  | 1,080                                 | 17.70                                 | 13,100           | 5,815                               | 6,396                               | 6,629                               |
| WORLAND (WASHAKIE CO.)<br>NORTHERN NEWS                                                   | M (TU-S)                 | 2,500                  | 2,053                              | 82.12                            | 6,000                  | 1,829                                 | 30.48                                 | 8,500            | 3,882                               | 4,324                               | 4,333                               |

|               |         | CZ OR NDM<br>OH'S CIRC | RATIO<br>CIRC/<br>OH'S | RTZ OR NDM<br>OH'S CIRC                       | RATIO<br>CIRC/<br>OH'S | TOTAL NDM OR<br>CZ & RTZ<br>OH'S CIRC | TOTAL CIRCULATION<br>AS OF<br>3/31/86 | AS OF<br>3/31/85 |
|---------------|---------|------------------------|------------------------|-----------------------------------------------|------------------------|---------------------------------------|---------------------------------------|------------------|
| BAHAMAS       |         |                        |                        |                                               |                        |                                       |                                       |                  |
| NASSAU        |         | @                      |                        |                                               |                        |                                       |                                       |                  |
| GUARDIAN      | M       | @                      | 11,271                 |                                               |                        | 11,271                                | 12,277                                | 11,915           |
| BERMUDA       |         |                        |                        |                                               |                        |                                       |                                       |                  |
| HAMILTON      |         | @                      |                        |                                               |                        |                                       |                                       |                  |
| ROYAL GAZETTE | M       | @                      |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                  |
| PUERTO RICO   |         |                        |                        |                                               |                        |                                       |                                       |                  |
| SAN JUAN      |         |                        |                        |                                               |                        |                                       |                                       |                  |
| EL MUNDO      | M       |                        | 45,992                 | 5,758                                         |                        | 51,750                                | 97,473*                               | 107,778*         |
| EL MUNDO      | SUN     |                        | 55,347                 | 7,794                                         |                        | 63,141                                | 117,608*                              | 126,044*         |
| EL NUEVO DIA  | M       |                        | 100,263                | 14,236                                        |                        | 114,499                               | 192,005#                              | 205,159*         |
| EL NUEVO DIA  | SUN     |                        | 104,054                | 17,168                                        |                        | 121,222                               | 206,869#                              | 212,286*         |
| EL VOCERO     | M (M-F) |                        | 77,137                 | 20,180                                        |                        | 97,317                                | 211,470*                              | 205,809*         |
| EL VOCERO     | SAT-M   |                        | 56,720                 | 15,820                                        |                        | 72,540                                | 163,459*                              | 161,823*         |
| STAR          | M       |                        | 26,205                 | 1,326                                         |                        | 27,531                                | 36,536*                               | 35,080*          |
| STAR          | SUN     |                        | 27,566                 | 1,705                                         |                        | 29,271                                | 39,688*                               | 41,835*          |
| TAIWAN        |         |                        |                        |                                               |                        |                                       |                                       |                  |
| TAIPEI        |         | #                      |                        |                                               |                        |                                       |                                       |                  |
| CHINA TIMES   | ALL DAY | #                      |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                  |
| CHINA TIMES   | SUN     | #                      |                        | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME |                        |                                       |                                       |                  |

@CITY OF PUBLICATION  
#NEWSPAPER DESIGNATED MARKET

| GROUP NAME                        |                | TOTAL CIRCULATION AS OF |          |
|-----------------------------------|----------------|-------------------------|----------|
|                                   |                | 3/31/86                 | 3/31/85  |
| THE AUSTIN GROUP                  | M, E & ALL DAY | 290,077                 | 297,586  |
| THE AUSTIN GROUP                  | SAT            | 236,431                 | 237,776  |
| THE AUSTIN GROUP                  | SUN            | 354,168                 | 356,051  |
| BAND                              | E              | 576,429                 |          |
| BAND                              | SAT            | 178,504                 |          |
| BAND                              | SUN            | 233,999                 |          |
| THE CAJUN GROUP                   | M & E          | 64,823                  | 63,729   |
| THE CAJUN GROUP                   | SUN            | 75,102                  | 75,147   |
| CAPE GIRARDEAU/<br>SIKESTON GROUP | E              | 22,564                  | 23,567   |
| CAPE GIRARDEAU/<br>SIKESTON GROUP | SUN            | 23,321                  | 24,126   |
| CENTRAL CALIFORNIA AD GROUP       | E              | 58,659                  |          |
| CENTRAL CALIFORNIA AD GROUP       | SUN            | 31,023                  |          |
| CLEVELAND ADI NETWORK             | M & E          | 231,941                 | 233,925  |
| CLEVELAND ADI NETWORK             | SUN            | 78,548                  | 79,574   |
| COPLEY CHICAGO ZONE               | E              | 166,162                 | 167,458  |
| COPLEY CHICAGO ZONE               | SUN/WKND       | 164,553                 | 165,673  |
| COPLEY LOS ANGELES<br>NEWSPAPERS  | E              | 133,638                 | 131,609  |
| COPLEY LOS ANGELES<br>NEWSPAPERS  | SUN            | 125,801                 | 124,771  |
| DANN                              | E              | 88,058                  | 95,504   |
| DONREY ARKANSAS METRO GROUP       | M, E & ALL DAY | 69,154                  |          |
| DONREY ARKANSAS METRO GROUP       | SUN            | 76,873                  |          |
| ESSEX COUNTY<br>NEWSPAPERS, INC.  | E              | 36,845*                 | 36,347*  |
| FAIRFIELD COUNTY<br>DAILIES GROUP | M & E          | 147,882x                | 150,959x |
| GANNETT MICHIGAN                  | M & E          | 123,471                 | 125,386  |
| GANNETT MICHIGAN                  | SAT            | 28,609                  | 29,328   |
| GANNETT MICHIGAN                  | SUN            | 151,530                 | 150,667  |

| GROUP NAME                                              |       | TOTAL CIRCULATION AS OF |           |
|---------------------------------------------------------|-------|-------------------------|-----------|
|                                                         |       | 3/31/86                 | 3/31/85   |
| GREATER PHILADELPHIA<br>NEWSPAPERS                      | M & E | 149,728                 | 142,904   |
| GREATER PHILADELPHIA<br>NEWSPAPERS                      | SUN   | 163,389                 | 153,563   |
| GREATER VENTURA COUNTY                                  | E     | 71,971                  | 69,867    |
| GREATER VENTURA COUNTY                                  | SUN   | 78,299                  | 74,911    |
| HOUMA/THIBODAU<br>METRO GROUP                           | E     | 34,423*                 |           |
| HOUMA/THIBODAU<br>METRO GROUP                           | SUN   | 24,209*                 |           |
| IMPERIAL VALLEY UNIT                                    | E     | 16,215                  | 16,270    |
| JOURNAL SUBURBAN NEWSPAPER<br>GROUP - MARYLAND          | M     | 77,283                  | 77,760    |
| JOURNAL SUBURBAN NEWSPAPER<br>GROUP - VIRGINIA          | M     | 74,723                  | 72,297    |
| JOURNAL SUBURBAN NEWSPAPER<br>GROUP - VIRGINIA/MARYLAND | M     | 152,006                 | 150,057   |
| KNIGHT-RIDDER                                           | M & E | 744,250                 | 803,874   |
| KNIGHT-RIDDER                                           | SAT   | 607,090                 | 656,797   |
| KNIGHT-RIDDER                                           | SUN   | 984,569                 | 1,011,837 |
| MERCED-MADERA GROUP                                     | M & E | 31,325                  | 31,324    |
| METRO-SUBURBIA, INC. -<br>NEWHOUSE NEWSPAPERS, UNYT     | M & E | 589,257                 | 570,310   |
| METRO-SUBURBIA, INC. -<br>NEWHOUSE NEWSPAPERS, UNYT     | SAT   | 541,205                 |           |
| METRO-SUBURBIA, INC. -<br>NEWHOUSE NEWSPAPERS, UNYT     | SUN   | 767,396                 | 744,914   |
| MIDLAND-HURON GROUP                                     | E     | 26,819                  | 26,642    |
| MIDLAND-ODESSA METRO GROUP                              | E     | 56,095                  | 55,907    |
| MIDLAND-ODESSA METRO GROUP                              | SAT   | 57,502                  | 56,405    |
| MIDLAND-ODESSA METRO GROUP                              | SUN   | 71,392                  | 71,144    |
| MISSISSIPPI VALLEY MEDIA<br>GROUP                       | E     | 13,517                  | 13,639    |

xSEE INDIVIDUAL LISTINGS FOR FURTHER INFORMATION

| GROUP NAME                                   |          | TOTAL CIRCULATION AS OF     |          |
|----------------------------------------------|----------|-----------------------------|----------|
|                                              |          | 3/31/86                     | 3/31/85  |
| MOLINE-ROCK ISLAND<br>QUAD CITIES METRO UNIT | E        | 50,562                      | 52,814   |
| MOLINE-ROCK ISLAND<br>QUAD CITIES METRO UNIT | SUN      | 57,728                      | 58,058   |
| MONTANA NEWSPAPER GROUP                      | M & E    | 152,642                     | 159,652  |
| MONTANA NEWSPAPER GROUP                      | SUN      | 164,139                     | 169,528  |
| NATIONAL TURF DAILIES                        | MON      | 79,478                      | 76,279   |
| NATIONAL TURF DAILIES                        | TUE      | 8,892                       | 6,878    |
| NATIONAL TURF DAILIES                        | M (TU-F) | 62,368                      | 59,050   |
| NATIONAL TURF DAILIES                        | M (W-F)  | 28,562                      | 28,204   |
| NATIONAL TURF DAILIES                        | SAT      | 144,404                     | 138,452  |
| NATIONAL TURF DAILIES                        | SUN      | 86,287                      | 84,653   |
| NEWS-TEXAN SUBURBAN<br>DAILIES               | E        | 64,263                      | 66,716+  |
| NEWS-TEXAN SUBURBAN<br>DAILIES               | SUN      | 68,270                      | 69,939+  |
| NORTHEASTERN OHIO<br>NEWSPAPERS              | E        | 47,807*                     | 47,883   |
| NORTHEASTERN OHIO<br>NEWSPAPERS              | SUN      | 45,961*                     | 45,047   |
| NORTHERN CALIFORNIA<br>METRO MARKET GROUP    | E        | NOT COMPLETED BY PRESS TIME |          |
| NORTHERN CALIFORNIA<br>METRO MARKET GROUP    | SAT      | NOT COMPLETED BY PRESS TIME |          |
| NORTHERN CALIFORNIA<br>METRO MARKET GROUP    | SUN      | NOT COMPLETED BY PRESS TIME |          |
| PRO GROUP                                    | E        | 92,398                      | 89,606   |
| PRO GROUP                                    | SUN      | 96,131                      | 93,224   |
| PRESS REGISTER                               | M & E    | 125,284*                    | 123,141* |
| PRESS REGISTER                               | SAT      | 87,161*                     | 85,458*  |
| PRESS REGISTER                               | SUN      | 131,209*                    | 127,626* |
| RALEIGH-DURHAM<br>COMBINED GROUP             | M & E    | 237,948                     | 233,981  |
| RALEIGH-DURHAM<br>COMBINED GROUP             | SUN      | 240,316                     | 239,764  |

| GROUP NAME                                                               |       | TOTAL CIRCULATION AS OF |          |
|--------------------------------------------------------------------------|-------|-------------------------|----------|
|                                                                          |       | 3/31/86                 | 3/31/85  |
| RIO GRANDE VALLEY                                                        | M & E | 74,077                  | 73,689   |
| RIO GRANDE VALLEY                                                        | SUN   | 89,196                  | 87,800   |
| THE RUTLAND HERALD AND<br>THE TIMES ARGUS                                | M & E | 37,024                  | 35,371   |
| THE RUTLAND HERALD AND<br>THE TIMES ARGUS                                | SUN   | 36,280                  | 33,566   |
| SOUTHERN CONNECTICUT<br>NEWSPAPERS INC.                                  | E     | 43,746                  | 44,396   |
| SOUTHERN CONNECTICUT<br>NEWSPAPERS INC.                                  | SAT   | 12,512                  | 13,037   |
| SOUTHERN CONNECTICUT<br>NEWSPAPERS INC.                                  | SUN   | 47,898                  | 46,658   |
| SPAN GROUP (Dailies Only)                                                | M & E | NOT COMPLETE            | 223,878x |
| TEMPLE/KILLEEN METRO GROUP                                               | M     | 43,322                  | 42,914   |
| TEMPLE/KILLEEN METRO GROUP                                               | SUN   | 50,079                  | 49,333   |
| TREASURE COAST GROUP                                                     | M     | 66,555                  | 63,579   |
| TREASURE COAST GROUP                                                     | SUN   | 72,186                  | 68,565   |
| U-BIE GROUP                                                              | M & E | 183,376x                |          |
| U-BIE GROUP                                                              | SUN   | 194,796x                | 192,218x |
| VALUABLE VENTURA<br>COUNTY GROUP                                         | M & E | NOT COMPLETE            | 115,276  |
| VALUABLE VENTURA<br>COUNTY GROUP                                         | SUN   | NOT COMPLETE            | 121,765  |
| WESTCHESTER-ROCKLAND<br>NEWSPAPERS, INC.                                 | E     | 180,093                 | 187,108  |
| WESTCHESTER-ROCKLAND<br>NEWSPAPERS, INC.                                 | SUN   | 199,685                 | 201,431  |
| POUGHKEEPSIE JOURNAL<br>CMB. W/WESTCHESTER-<br>ROCKLAND NEWSPAPERS, INC. | M & E | 221,531                 | 228,512  |
| POUGHKEEPSIE JOURNAL<br>CMB. W/WESTCHESTER-<br>ROCKLAND NEWSPAPERS, INC. | SUN   | 259,034                 | 260,060  |

+ADJUSTED TO AUDIT

xSEE INDIVIDUAL LISTINGS FOR FURTHER INFORMATION



**Audit Bureau  
of Circulations**

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